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# CHEMIST & DRUGGIST

113th year of publication Vol. 197 No. 4812

The newsworthy for pharmacy

## CONTENTS

|   |     |
|---|-----|
| 'VTO beneficial to interests of pharmacy' | 764 |
| Medicines Act: licences date fixed        | 765 |
| Chemist in red on turnover of £80,479     | 765 |
| Cahill agree bid from tobacco firm        | 766 |
| The Xrayser column: May gathering         | 768 |
| Perfume—the ageless art                   | 774 |
| Comment □ A thousand to seven             | 777 |
| Franchising in American drug stores       | 778 |
| US beauty market shares                   | 778 |
| Nielsen review US retail drug trends      | 779 |
| Irish benevolent fund receives £2,000     | 782 |
| Nostalgia pharmaceutica                   | 782 |
| Overwhelming London support for VTO       | 783 |
| Official IV tests questioned              | 783 |

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|                  |     |                           |     |
|------------------|-----|---------------------------|-----|
| Appointments     | 766 | New Officers              | 782 |
| Books            | 779 | New Products              | 770 |
| Business Briefly | 766 | News in Brief             | 768 |
| Business Q & A   | 777 | On Television Next Week   | 772 |
| Coming Events    | 784 | People                    | 768 |
| Company News     | 766 | Prescription Specialities | 771 |
| Deaths           | 768 | Promotions                | 772 |
| Letters          | 780 | Trade News                | 771 |
| Market News      | 784 | Classified Advertisements | 785 |

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of Circulations**A Benn Group Journal**

Mr D. N. Sharpe told C&D this week of his satisfaction with the outcome of the nine VTO meetings (see pp 764 and 783)



# 'VTO beneficial to interests of pharmacy'

"Having addressed over 1,000 members of the National Pharmaceutical Union on the subject of a voluntary trading organisation, I am still firmly convinced that what NPU is attempting to do will be beneficial to both the commercial and the professional interests of pharmacy", Mr D. N. Sharpe told *C&D* this week.

Mr Sharpe, who with Mr A. Trotman, NPU marketing chief executive, has been explaining the VTO proposals at nine meetings throughout Britain, reported that the next six to seven months will be spent in building up the VTO system, and retailers could not expect to hear anything further until early in 1973.

However, initial contacts with wholesalers had been "encouraging" in most cases.

Mr Sharpe added that the questions asked at the VTO meetings had related to "missing points" and "weak links" in the scheme; in the main he felt they had been answered satisfactorily.

Mr Trotman told the London meeting last week (p 783) that when negotiations with wholesalers had been completed, meetings of members would again be held to explain the ideas and to obtain preliminary figures. Comment p 777.

## Problem of raids in Australia

A pharmacist in Sydney, Australia, now has more chance of being held up than a bank.

Sydney pharmacists generally are working in fear, a spokesman for the New South Wales Branch of the Australian Pharmacy Guild recently told the Press.

"It is a terrible strain—worse than worry about ordinary types of robberies", he said.

"These are not ordinary robbers. They are liable to be 'hotted-up' on drugs or desperate for a dose. There is no telling what they may do."

A number of chemists there have given up night opening. After-hours businesses are having difficulty getting staff. Few relieving pharmacists will accept night work.

The case of an Australian pharmacist forced out of business by the menace of drug thieves is reported in a recent

issue of *The Australian Journal of Pharmacy*.

Mr M. McNamara, of the Sydney suburb of Enfield, has closed his shop because of fear of a second hold-up. In October, last year, two men brandishing long-bladed flick knives cleared out his drug safe. They took opium, morphine, pethidine and other drugs.

Mr McNamara's pharmacy was the only true all-night service for a large part of Sydney's western suburbs.

He plans to open a lock-up shop elsewhere so that his family does not have to live on the premises.

## New explosives regulations in N.I.

The Explosives Regulations (Northern Ireland) 1972 which came into force on June 1 make it illegal to manufacture, sell, purchase or acquire:—Ammonium nitrate; or any mixture, including a fertiliser, which contains ammonium nitrate and in which any part of the nitrate fraction having a chemically determined ammonium equivalent constitutes, together with that equivalent, more than 79 per cent by weight of the said mixture; or any mixture as under sub-paragraph 1(b) in which the content of combustible material is greater than 0.4 per cent by weight; or sodium chlorate; except under and in accordance with the terms of a licence from the Ministry of Home Affairs.

From July 1 it is illegal for a person to possess or have under his control, or use, any substance or mixture as specified above except under and in accordance with the terms of a licence from the Ministry of Home Affairs.

Chemists who wish to sell or be in possession of these substances should apply for licences to The Secretary, Ministry of Home Affairs, Room 309, Dundonald House, Belfast 4.



Mrs Valda Baker of Green Harrington, Yorks, receives a colour television as winner of a retail competition organised by Bourjois Ltd for their rouge, and Vestric. On the left is Mr R. H. Warwick, marketing manager of Bourjois and centre is Mr H. J. Franks, Leads branch manager, Vestric

## Prescription service on trial

A prescription collection and delivery service has been organised in St Monance, Fife, which now has no pharmacist. Provost James Braid said: "The Pharmaceutical Society has arranged for this service by a chemist in Elie."

"The arrangement is that people with prescriptions should hand them into the town clerk's office. They will be collected there and the medicine delivered. I hope that people will make use of this service because it is for a trial period of three months."

"If it is not successful it will probably be withdrawn", he added.

## Experts suggest one-month limit

Strict limitation of the medicines prescribed on one prescription to a specific period and for a particular treatment is advocated by Council of Europe experts who have recently discussed the abuse of medicines. They suggest a one-month limit for prescriptions as being reasonable, but admit to exceptions for the chronically sick.

The group of experts in law, medicine, pharmacy and other disciplines are investigating the causes and effects of the abusive consumption of various medicines, both medically dangerous and economically wasteful.

At their first meeting recently they decided to concentrate on

three kinds of negligence: that of the consumer, that of the prescribing doctor and that of the manufacturer or supplier.

Doctors tended to react, they said, to the increasing range of preparations available by over-prescribing or, albeit with the best intentions, unnecessarily duplicating prescriptions.

A great deal of abuse was also due to pharmaceutical advertising. It should be possible to protect doctors against the pressures often exerted on them to prescribe this or that manufacturer's products, they suggest.

## Fewer scripts for stimulants

Figures on the prescribing of stimulants and appetite suppressants reveal a slight reduction in the level of prescribing of the whole group. However amphetamine quantities within the group have fallen by about three-fifths in two years.

The figures were commented upon recently by Sir George Godber, Chief Medical Officer of the Department of Health, in a letter to Dr J. C. Cameron chairman of the British Medical Association's general medical services committee.

Sir George said he suspected that a great deal of fenfluramine and diethylpropion was prescribed when what was really wanted was a serious attempt to stick to a diet, but, he continued, at least the efforts within the profession and the Department to get a reduction in the amount of amphetamine in circulation seemed to have had considerable success.



# Medicines Act: licences date fixed for July 1

All applications for manufacturing and wholesaling "licences of right" under the Medicines Act must be received by the licensing authority before July 1.

The Medicines (Closing Date for Applications for Licences of Right) (HM Stationery Office SI 1972:717), gives that closing date for those persons who were, before September 1, 1971, concerned in importing or procuring the manufacture of medicinal products, or in manufacturing or wholesale dealing in such products, and are entitled to licences of right in respect of those activities.

At the end of the transitional period, which is expected to be August 31, 1972, no one may lawfully engage in these activities without a licence.

The order relates only to licences; a separate announcement will be made in due course about clinical trial certificates of right and animal test certificates of right.

Also published is The Medicines (Exemption From Licences) (Wholesale Dealing) Order 1972 (SI 1972: 640).

Under present arrangements a manufacturer does not require a wholesale dealer's licence to deal by wholesale in products manufactured by him. The new order provides exemption from the need to hold a wholesale dealer's licence in the following circumstances:

☐ A product licence holder who does not at any time have possession of his product will not require a wholesale dealer's licence for the sale of that product provided that it is in the keeping of the manufacturer or assembler until it is delivered to the purchaser.

☐ A product licence holder who assembles his product which has been manufactured elsewhere will not require a wholesale dealer's licence for the sale of that product.

☐ The assembler of a medicinal product will not require a wholesale dealer's licence for the sale of that product provided that assembly is to the order of the product licence holder.

The order provides that a medicinal product shall not be regarded as having left the authorised premises of the manufacturer or assembler whilst the product is being moved from any of the authorised premises by way of delivery

to the purchaser. For this purpose the authorised premises are premises which by virtue of the relevant manufacturer's licence the person who manufactures or assembles the medicinal product is enabled or authorised to use for the purposes of that licence.

A booklet "Guide to the Licensing System" and advice on the subject are available from the Department of Health.

## Chemist in red on £80,479 turnover

A deficiency of £14,671 was shown in the statement of affairs of Tupholme & Son Ltd, pharmaceutical chemists, 239 Old Brompton Road, London, SW5, at the recent meeting of creditors at which Mr Gerald Barnett Ward, director, presided.

Unsecured liabilities totalling £19,161 of which £12,257 was owing to trade and expense creditors, £4,697 in respect of bank overdraft, £1,687 to Mr G. B. Ward and £520 to Mr K. Ward. Book value assets of £11,088 were estimated to realise £5,300, less £810 due to preferential creditors, leaving net assets of £4,490.

Creditors were told that the history of the business of Tupholme & Son went back over 100 years. In 1938 Mr Ward took over the business and in 1955 it was taken over by Tupholme & Son Ltd. Accounts disclosed that for the year ended November 30, 1969 on sales of £54,622 there was a net profit of £195, but in the following year on sales of £56,000 a net loss of £1,525 was incurred. Draft figures covering the period from December 1, 1970, to April 28, 1972, indicated that on sales of £80,479 there was a further net loss of £8,358.

Mr Ward had stated that a substantial number of shops in the road and in the immediate vicinity had changed hands and had been taken over mainly by restaurant concerns. This meant that the potential customers who went shopping in the area

for general merchandise had diminished and that the class of customer had altered from a regular clientele, built up over the years, to a far less stable trade with the change in the area.

After discussion, creditors passed a resolution confirming the voluntary liquidation of the company with Mr Philip Mon-Jack, FCA, and Leonard Curtis & Co, 13 Wimpole Street, London W1 and Mr Ronald P. Booth, FCA, Booth White & Co, 1 Wardrobe Place, Carter Lane, London, EC4, as joint liquidators.

## Cosmetic packs: Commons query

Mr William Hamilton asked the Secretary of State for Trade and Industry in the Commons last week what steps he was taking to protect the consumer from deception by the manufacturers of cosmetics which are sold in small containers concealed within larger ones.

Mr Nicholas Ridley, Under Secretary, replied: "The Weights and Measures Act, 1963, requires packages of cosmetics to bear a statement of the weight or capacity of contents on the outer container. I agree that the variety of permissible units makes comparison the more difficult. I am discussing rationalisation of these units with the trade.

Miss J. Fookes asked the Secretary of State for Trade and Industry if he would use his powers, under the Weights and Measures Act to ensure that hairsprays and lacquers are sold in standardised quantities.

Mr Ridley answered: "I am looking further into the current marking requirements, but it is virtually impossible on technical grounds to prescribe standard quantities for commodities which are sold in aerosols."

## US digoxin clamp down

The American Food and Drug Administration has stopped manufacture and distribution of all human drugs by the Marshall Pharmaceutical Corp, South Hackenshaw, New Jersey.

FDA assays of the firm's digoxin product showed variances in individual tablet potency ranging from 60 per cent to 21.2 per cent of declared tablet strength.

The Administration has been

granted a permanent injunction against the firm by the US District Court in Newark, NJ. Under the terms of the injunction the firm is ordered to stop manufacturing or shipping of any human drug until its method, facilities and controls for manufacturing, packing and storing drugs are proven to conform with current good manufacturing practices as required by law.

Action leading to the May 1 Court order was part of a programme FDA initiated in the autumn of 1970. In October of that year the Agency began a voluntary certification programme to assure the quality of all brands of digoxin and digitoxin. Nearly every batch of these cardiac drugs were tested by the Agency prior to distribution by manufacturers.

Thirty-nine firms have been sampled and the results confirm that lack of tablet uniformity was a common problem in all companies. Most manufacturers have now corrected the situation.

## Spending on drug problems

The Home Secretary was asked in the Commons recently how much money would be spent in the financial year 1971-72 on research into the problems of drug addiction.

Mr Richard Sharples, Home Office Minister of State, replied: "The estimated expenditure on research into drug problems by the Home Office is £24,531 in the current financial year. It is not possible to single out expenditure on research into drug addiction."

Mr L. Pavitt asked the Home Secretary how many cases of microdot LSD possession had been apprehended by the Metropolitan Police in the last three months.

Mr Sharples added: "The most relevant information available is that, during the three months ended January 31, 1972, the Metropolitan Police Forensic Laboratory dealt with 21 cases of microdot or micro tablets of LSD."

## Bomb blast wrecks premises

A bomb blast completely destroyed the wholesale/retail chemists of John Mortimer & Co Ltd, 38 Foyle Street, Londonderry, last Friday. It was owned by two pharmacists—Mr W. J. Blair and Miss J. A. Blair.



# COMPANY NEWS

## Cahill agree bid from tobacco firm

P. C. Cahill & Co Ltd, Dublin, have agreed terms of an offer for the whole of their issued share capital. The offer, made by P. J. Carroll & Co, Dublin based cigarette and tobacco manufacturers puts a value of £4,145,850 on Cahill.

The Cahill shares will be acquired with the right to all dividends except that shareholders will be entitled to receive and retain the proposed final dividend of 12½ per cent for the period ending January 31, 1973.

Upon the offer becoming unconditional, Eugene O'D. Davy, chairman of P. C. Cahill, and John P. Holland, managing director, will be invited to join the board of P. J. Carroll. J. Hegarty, MPSI, the managing director designate of P. C. Cahill, would be appointed alternate director to John P. Holland on the board of P. J. Carroll.

In the event of the offer being accepted, J. H. D. Ryan and C. P. A. Manahan will join the board of P. C. Cahill. With the exception of these appointments, the existing boards of Cahill and May Roberts will remain unchanged.

It is intended that the business of P. C. Cahill and its subsidiaries (including May Roberts) will be continued as at present, and in particular, that the existing policy relating to the distribution of pharmaceutical preparations through traditional outlets will remain unchanged.

Cahill anticipates that the consolidated profits before taxation for the year ending next January will not be less than £400,000.

The Directors of P. C. Cahill, who have been advised by Hill Samuel & Co (Ireland) Limited, are unanimously of the opinion that the offer is fair and reasonable. The Directors will recommend shareholders to accept the offer, and intend to accept the offer in respect of their own shareholdings amounting to 91,623 ordinary shares.

The Board of P. C. Cahill has requested the Committee of the Irish Stock Exchange to resume dealings in the ordinary shares of P. C. Cahill with effect from May 25, 1972.

## Croda problems and forecasts

Croda International Ltd made a group profit of £3.03m in 1971 (against £2.27m in 1970). The dividend is 20 per cent (16 per cent).

The gelatin side of the business has been a problem, said the chairman, Mr F. A. S. Wood. In this it has shared the fate of the world gelatin industry in 1971 with a very severe fall-off in business he added. Measures had been taken to adapt to the new situation and 1972 should see "a big improvement".

During 1971, the main feature of the capital expenditure programme was the completion in the chemical division of a project costing approximately £450,000 which has provided the most modern facilities in Europe for the fractional distillation of fatty acids, together with a new capacity for the manufacture of nitrogen derived chemicals. The board has approved a capital spending programme for 1972 amounting to £1m. In addition projects totalling £1.4m are under active consideration.

## ICI's profit cut on higher sales

Group profit of Imperial Chemical Industries Ltd, before tax, in the first quarter amounted to £21m from sales of £387m against £41m profit and £372m sales in the first quarter of 1971. Taxation takes £11m (against £11m).

Group sales consisted of £178m in the home market (£175m). Exports from UK amounted to £69m (£69m). Group profit was adversely affected by the miners' strike to the tune of about £5m.

## Sharp increase for Ever Ready

Following sharply increased profits Ever Ready Co (Great Britain) are raising their dividend from 5.1p to 6p per 25p share for the year to February 26, 1972. A scrip issue of one-for-two is also proposed.

The pre-tax figure was £8.65m compared with £6.95m, after £2.82m (£2.45m) for the first half.

## In brief

**M. A. Steinhard Ltd and Euro-pharma Ltd**, have removed to 703 Tudor Estate, Abbey Road, Park Royal, London NW10 7UW (Telephone: 01-965 0194).

**Edenbridge Pharmacy** is the new trading title adopted by Gordon Davis Pharmacy, 62 High Street, Edenbridge, Kent.

**Odex Racasan Ltd** made a trading profit of £402,765 in the year ended March 31 (against £324,819 in previous year), group profit after tax was £246,222 (£205,579).

**Greeff Chemicals Holdings Ltd** repeat their dividend for 1971 at 13½ per cent. Group pre-tax profit is slightly higher at £480,013 (£471,183). Tax takes £54,081 (£57,162).

## Appointments

**Winthrop Laboratories** have appointed Mr Jeff Wood, CA, their marketing director. Mr Wood joined the Winthrop group in 1964 and has been financial director since 1970.

**Fisons Ltd:** Lord Netherthorpe has announced his retirement as chairman with effect from next year when Mr George Burton (vice-chairman) will succeed him.

**Ronson Products Ltd** have appointed Mr C. D. Cookman general manager of their electrical division. Mr Cookman joined Ronson in 1964, became sales manager of the electrical division in 1968 and marketing manager the following year. He will be based at Cramlington, Northumberland.

**Bonne Bell Ltd** have appointed Mr Neil Brookwick managing



director. Previously he held a similar position with Alo Cosmetics Ltd.

## No alternative to levy/grant system—DITB

There is at present no satisfactory alternative to the levy/grant system as an incentive to training in the distributive industry — though disengagement should be allowed for those firms who do reach the highest appropriate standards.

That is the central point of comments which the Distributive Industry Training Board has made to the Secretary of State for Employment on the consultative document "Training for the Future".

The Board states that it cannot accept the fundamental assumption in "Training for the Future" that "high quality training is accepted as a normal and necessary part of running a business".

The DITB comments "It is the Board's firm belief that unless there are adequate incentives to encourage training the amount of training being carried out in this industry will soon revert to the position that existed before the formation of this Board.

"The Board has always appreciated that the levy/grant system is a blunt instrument. But in general it has given great stimulus to training in the distributive trades even though in its three years' existence this Board has operated on a low levy."

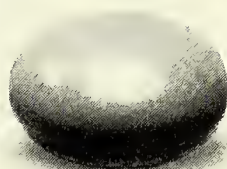
To avoid the majority of objections to levy/grant, however, the Board is proposing that its present operation should be modified by the introduction of a system of disengagement for those firms who reach the highest training standard that could be achieved with the assistance of the Board, and who continue to operate approved schemes.

Dealing with other aspects of the consultative document the DITB welcomes the proposal to establish a Council of Manpower Services but urges that it should include representatives of the distributive trades and should have executive power over the National Training Agency.

On the financial proposals of "Training for the Future" the DITB declares that the estimate of between £25m and £40m as the cost of the NTA and all ITB's is likely to be totally inadequate. The Board is also concerned at the suggestion that ITB's who are permitted to continue with a levy/grant system will not have access to central funds.



# 66% of all holidaymakers burn in the sun...



## now you and Sylvasun can stop all that.

Think of the number of people who will ask you for a really effective way to prevent painful sunburn, this summer.

Now there is a way. Sylvasun—the sun pill. Prevents sunburn and promotes sun-tan.

### How good is Sylvasun?

Sylvasun safely accelerates the body's own defences against sunburn. Two Sylvasun tablets daily and your customers get day-long protection. And because it's a pill, Sylvasun is easy and convenient to use.

### Does Sylvasun really work?

Sylvasun has been exhaustively tested by BOAC/BEA medical staff. Over 90% of cabin staff taking part in the test, who had previously suffered sunburn, benefited from using Sylvasun. (See The Practitioner—May 1971 for the full write-up).

It has also been used by the M.C.C. (who asked for more) and the English Football Team in South America (who thought it was great!).

### And will Sylvasun sell?

This summer we are giving Sylvasun full national advertising support. Hard selling advertisements will be telling your customers about Sylvasun in Woman, Woman's Realm, Readers Digest, TV Times, Weekend and a host of other publications, during the peak holiday period.

### And Sylvasun is profitable too...

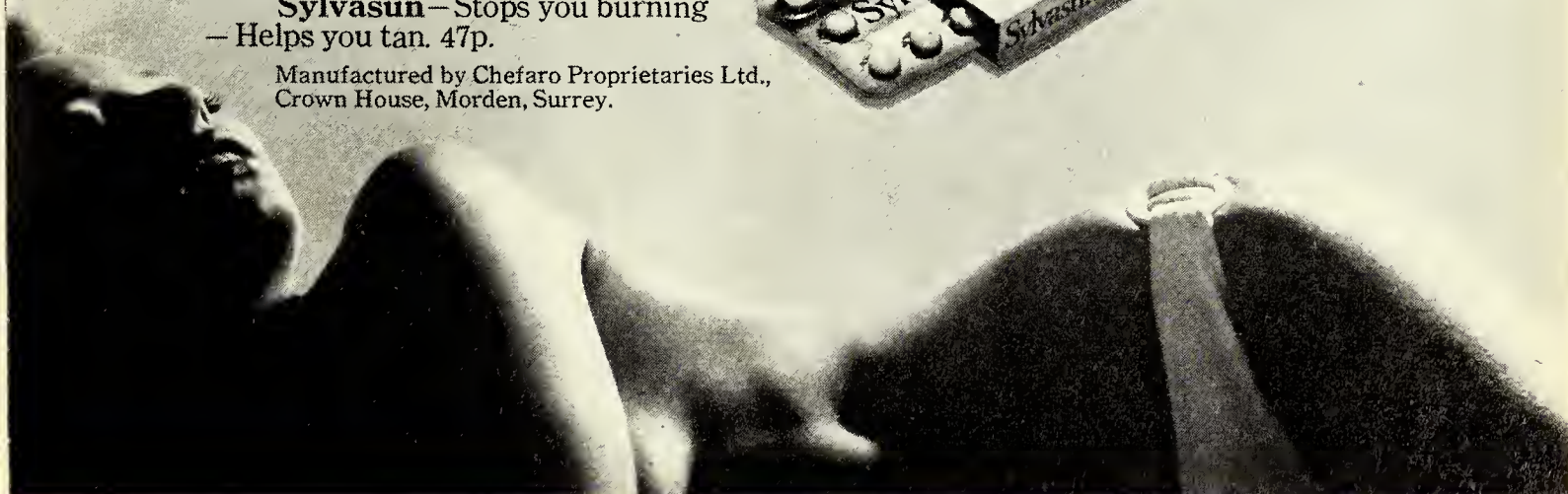
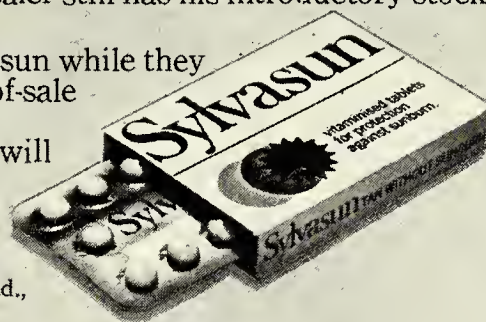
At 47p per pack, you make £1.88 on every outer of twelve you sell. And with the introductory bonus of 14 invoiced as 12, you can make as much as £2.82. But hurry—the offer only lasts while your wholesaler still has his introductory stock.

### In-store Display.

To remind your customers about Sylvasun while they are in your store, use the special point-of-sale support material, available from your wholesaler. A Sylvasun representative will soon call to discuss the details.

**Sylvasun**—Stops you burning  
—Helps you tan. 47p.

Manufactured by Chefaro Proprietaries Ltd.,  
Crown House, Morden, Surrey.





# PEOPLE

**Professor A. R. Rogers**, head of the department of pharmacy, Heriot-Watt University, has been appointed dean of the university faculty of science for a period of three years, commencing October 1.



**Professor Sir Ernst Chain, FRS**, professor of biochemistry, Imperial College of Science and Technology, is this year's recipient of the Hanbury Memorial Medal. Presenting the award last week, Mr W. M. Darling, President of the Pharmaceutical Society, spoke of the early highlight in Professor Chain's career when he received the Nobel Prize for work he did with Professor Howard Florey on developing penicillin into a therapeutic agent. He had made outstanding contributions to better understanding of the human metabolic processes.

Lord Cohen of Birkenhead, who chaired the meeting at which the Memorial lecture was given, added that Professor Chain was one of the most distinguished of living biochemists.

In his lecture, Professor Chain reviewed the biochemist's contribution to drug research.

## Deaths

**Loughman**, recently. Frank Loughman, MPSI (last week p 724).

*A colleague writes:* On May 13 we pharmacists received with deepest regret the news of the death of Frank Loughman, MPSI, Clonmel.

No words could adequately express the indebtedness of all pharmacists to the unselfish and dedicated labours Frank put in to furthering our cause and image both in our own Councils, at national and local level,

and in the bigger ones of our national Parliament, where, in the many years he was a TD and Senator, he always defended and pleaded the importance of the pharmacist in the Health Services of the community.

He spent 20-odd years as a diligent member of the Council of the Pharmaceutical Society where he was President for two years, and also chaired the Tipperary Pharmacists' Association for over 20.

Pharmacy is indeed the poorer for his passing.

**Rees:** On May 22. Mr Owen Edward Rees, MPS, Silverbrook, Llantrithyd, Cowbridge, Glamorgan CF7 7UB. Mr Rees was regional sales manager for Wales and the West of England for Parke, Davis & Co having joined as a representative in 1948. Mr Rees qualified in 1936 after which he worked in Cambridge, Plymouth and Hastings.

*Mr J. R. Archer (director professional services, Parke-Davis) writes:* Mr Rees was a man of great sincerity and generosity with a lively sense of humour. A man of great integrity he was well respected and well liked by all who knew him. He was a keen member of Cardiff Rugby Club and gardener.

## NEWS IN BRIEF

□ Police cars, equipped with loudspeakers, toured Galston in Ayrshire recently after a quantity of drugs—many of them dangerous—had been stolen from the pharmacy at 4 Wallace Street, Galston.

□ Largs Town Council is to tell Ayr County Planning Committee that it is not in favour of a pharmacy on the sea-front being converted into a bingo hall.

□ Mason & Son (Chemists) Ltd, with a branch shop at 97 Belvoir Road, Coalville, Leics, took first prize for their window display in a window-dressing contest organised by Coalville Chamber of Trade.

□ Prescriptions amounting to 14,381,004 were dispensed in England during January, 1972 as opposed to 22,241,998 during the same period in 1971. In London the figures were 927,846 and 1,501,943 respectively. Total costs, ingredients, fees, oxygen delivery and container allowance, for England, in January, 1972 was £17,234,480 and £15,701,612 for 1971.

## Topical reflections by Xrayser

### May gathering

The annual pharmaceutical pilgrimage to London is now over, and the captains and the kings have taken their departure. In the main, the meetings were in a singularly minor key. The problems facing pharmacy are well-known, and it is a little difficult to maintain a high pitch of enthusiasm in matters which seem to progress but slowly from year to year.

The planning of a pharmaceutical service cannot be accomplished overnight, but it seems to have made little advance, as does the matter of rural dispensing, and we have to content ourselves with the expressed hope that the prolonged discussions will eventually bear fruit.

Yet, in the minds of all present, there must be a feeling that there are vital problems which must be tackled with urgency—problems transcending those of giving consideration to a Pharmaceutical Society necktie or a scarf for the ladies.

What are our main objectives? Are we to become more professional? Or are we to allow commercial interests to dictate the future pattern of pharmacy? Are we to plan an intake commensurate with actual need, so that in due course there will be a relation between the strength on the register and the pharmaceutical needs of the community wherever they may be? Are we to recognise once more that the supply of medicines is a professional action more appropriately undertaken in surroundings which are distinguishable from a supermarket?

For, after all, there is little ground for complaint over the selling of medicines by the supermarket if the pharmacy has so concealed its purpose that the public mind is confused. But these are ramblings.

### Need for direction

The new Council of the Pharmaceutical Society, with two newcomers, is faced (as always) with policy-making. The principal matters calling for condensation and crystallisation include a planned pharmaceutical service, which inevitably concerns entry to pharmacy; the acceptance of something of the Continental pattern, in which the individual pharmacist is recognised as a professional man and not merely a legal necessity to be exploited by unqualified financial interests. I cannot see European pharmacy at all eager to adopt our present pattern.

The new Council will also have to formulate a clear policy in the matter of the revolution in general practice medicine—a task fraught with the utmost difficulty in the light of the sudden emergence of a medical herd instinct and the uncertainty of its ultimate destiny. I am not for one moment suggesting that the Council is unaware of the matters to which I refer, or that the representatives who gathered in London recently are not fully cognisant of the immense task facing it.

### Renaissance

I cannot think that a voluntary trading organisation is the answer to a profession desirous of finding its true place in modern society. That desire should be for an opportunity to use its skills to the utmost in a situation in which the supermarket and its way of life has no place.

A renaissance will require courage and boldness, and now, with the European agreement in the offing, is the time to make up our minds. That is a challenge to both the Council and its members. The implications should be faced at once.





## Berk Representatives mean business!

BERK Representatives do not make "Courtesy Calls" or just "look in while in the neighbourhood." They know how busy you are. The BERK Representative gets down to business. He calls to keep you informed about important developments in our range of speciality products and to encourage your wider use of BERK Economy Brands to meet the large volume of "open prescriptions."

The BERK Representative means friendly service, regular calls, outstanding speciality products, quality Economy Brands and better business. BERK Representatives work for us but they take their orders from you.

| Approved Name  | Berk Brand Name     | Presentation                          | Packs                    |
|--|---------------------|---------------------------------------|--------------------------|
| Bendrofluazide tablets BP                              | <b>BERKOZIDE</b> ®  | Tab 2.5 mg & 5 mg                     | 100 & 1000               |
| Erythromycin tablets BP                                | <b>ERYCEN</b> ®     | Tab 250 mg                            | 100 & 500                |
| Imipramine tablets BP                                  | <b>BERKOMINE</b> ®  | Tab 10 mg<br>Tab 25 mg                | 250 & 1000<br>200 & 1000 |
| L-dopa tablets   | <b>BERKDOPA</b> *   | Tab 500 mg                            | 100 & 500                |
| Methyldopa tablets BP                                  | <b>DOPAMET</b> *    | Tab 250 mg                            | 250 & 1000               |
| Nitrofurantoin tablets BP                              | <b>BERKFURIN</b> ®  | Tab 50 mg & 100 mg                    | 100 & 1000               |
| Oxytetracycline tabs/caps BP and syrup                 | <b>BERKMYCEN</b> ®  | Tab & Cap 250 mg<br>Syrup 125 mg/5 ml | 100 & 1000<br>500 ml     |
| Penicillin V tablets BP                                | <b>ECONOPEN</b> ® V | Tab 250 mg                            | 100 & 500                |
| Phenylbutazone tablets BP                              | <b>FLEXAZONE</b> ®  | Tab 100 mg<br>Tab 200 mg              | 250 & 1000<br>250        |
| Quinidine sulphate tablets BP                          | <b>AURIQUIN</b> *   | Tab 200 mg & 300 mg                   | 100 & 500                |
| Tetracycline tabs/caps BP                              | <b>TETRACHEL</b> ®  | Tab 250 mg<br>Cap 250 mg              | 100 & 1000<br>100 & 500  |
| Tetracycline mixture BPC                               |                     | Syrup 125 mg/5 ml                     | 500 ml                   |
| Tetracycline hydrochloride BP with nystatin BP tablets | <b>SILTETRIN</b> *  | Tab 250 mg                            | 100                      |



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J.3842



# NEW PRODUCTS AND PACKS

## Photographic

### Agfa electronic at under £20

Agfa Gevaert smash the £20 barrier with their new Agfamatic 300 Sensor camera (£19.82). A compact, easy-to-use 126 cartridge camera with CdS exposure control; and electronic shutter with speeds from 1/300 sec to 30 sec; a warning signal in viewfinder for shutter speeds longer than 1/30 sec and a three element f8 42mm Color Agnar lens with focus setting by 3 symbols. There is a cable release socket, and the usual Agfamatic Sensor release. The camera accepts Magicube flash units and has a metal carrying chain (Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex).

## Cosmetics and toiletries

### Revlon feminine spray

Revlon have introduced a feminine hygiene spray (£0.70) which is presented in a slim orange/yellow floral patterned 4oz aerosol pack and is said to be especially gentle and non-irritating, containing a special chafe preventative (Revlon International Corporation, 86 Brook Street, London W1).

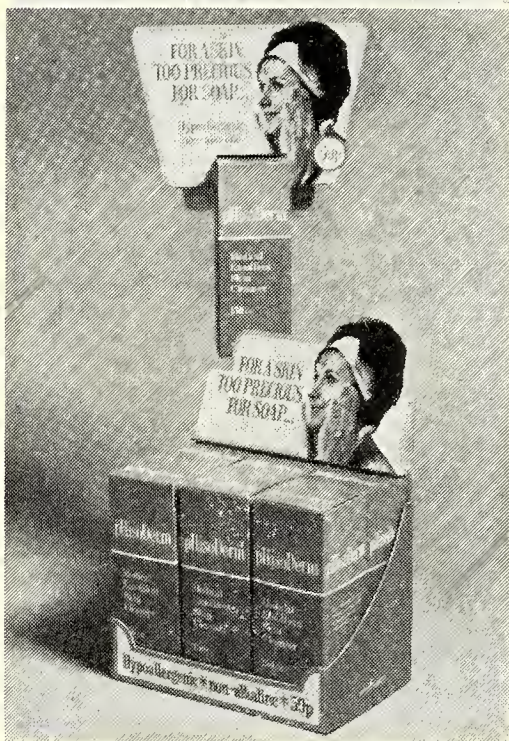
### pHisoDerm skin cleanser

Winthrop Laboratories have introduced a new skin cleanser, pHisoDerm, in 15cc bottles (£0.59). It is said to be more efficient than soap, contains no perfume or colouring and because it has the same pH value as normal skin (between 5 and 6) will not disturb the skin's acid/alkali balance. It does not contain hexachlorophane.

Advertising begins this month in *Vogue*, *Harpers*, *Woman's Journal*, *Woman*, *She* and *Good Housekeeping*, display outers and crownners are available and there is an introductory bonus offer of £0.35 on a minimum order of six packs (Winthrop Laboratories, Winthrop House, Surbiton-upon-Thames, Surrey).

### Clairol's born blondes

Clairol's Born Blonde lightener and Born Blonde colourant are said to represent "the most significant development in home hair-colouring in recent years", and are described as together being the first-ever



double-process blonding treatment of its kind on the retail market.

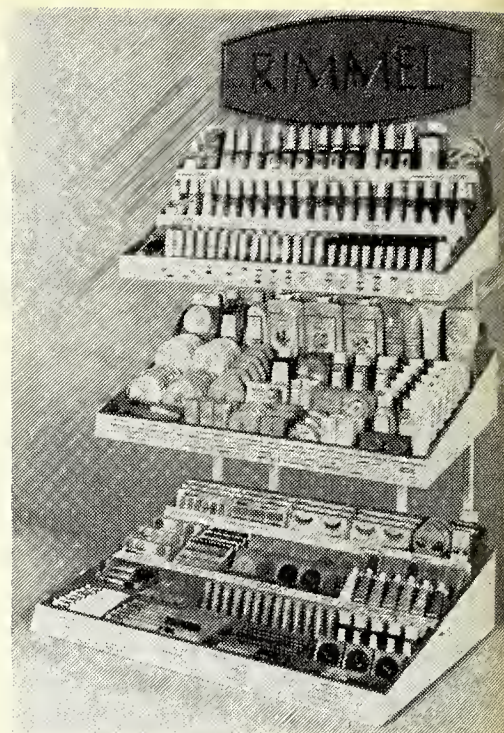
The oil-based lightener, with conditioning action, is claimed to gently lighten even black hair to a blonde shade, is easy to apply and comes in a complete kit with applicator. But, state the company, a skin test is not necessary, although they suggest a strand test to predetermine the development time required. The colourant, a semi-permanent toner for use only on pre-lightened or bleached hair contains no peroxide yet is designed to last through between three and six shampoos. It comes in six shades, precious platinum, intoxicating ivory, blissfully blonde, beautiful beige, winsome wheat and happy honey.

The manufacturers do recommend a skin test in this case and give instructions in the pack leaflet, while stressing that unless the correct degree of porosity has been reached before application, the colour may not take correctly or last as long and that the hair should be shampooed once between perm and colourant application (Bristol-Myers Products, Stamford House, Langley, Slough SL3 6EB).

### Rimmel forge ahead

Rimmel have announced a massive programme for 1972 with their "look", described as a dramatic turn to vivid colour, enhanced by several new products and many new shades.

Their cream crayon collection (£0.85) has seven soft crayons to be used individually or together which are said to be easy to apply and can be used above or



below the eye. The colours are sky blue, peacock blue, silver fern, lilac haze, sunflower, Parma violet and snow white. Predicting that eyeliner is on the way back, Rimmel have introduced eye liner pencils (£0.17) in azure shimmer, green shimmer and blue shimmer, claimed to be so soft that they will not drag or scratch the most sensitive of skins. "As a result of repeated requests from the public". Dewy skin lotion (£0.27), a delicately perfumed preparation recommended for young and older skins makes it debut.

The collection of new shades to the range includes rosy shimmer, poppy ice, and truly red in push-up and twist case lipsticks, as well as the latter two in nail lacquer with the "rosy" shade coming in the pearl nail lacquer series. The moisturised lipsticks are in claret sorbet and plum sorbet to match frosted opal nail lacquers, which now include meringue sorbet. Claret gloss joins the lip glosses.

To the pearly eye gloss collection comes damson pearl, grape has joined eye shadow sticks; indigo opal has been added to the cream eye shadow range; there is a fifth combination to the eye shadow palette—lilac/blue/green/white, and rosewood silk is the latest colour of hair colourant shampoo which is designed to add a red overtone to mousey or light brown hair.

Rimmel are also distributing a new self-service stand which measures only 24½in overall, 9½in less than the previous unit, and has a blue colour scheme with the new Rimmel name-style embossed in gold foil. It holds more items than before—a total of 655 from 67 products, with more display space for faster moving lines. Lips, hands and nails products are on the top tier, face and skin preparations on the middle and those for eyes on the bottom.

There are in addition two "mini" merchandising units—one for hair colourants which comes with a full colour shade card/headboard, showing the effect of each shade on the hair, and the other for perfumes and Colognes with a testing section holding a phial of each of the six fragrances (Rimmel International Ltd, 17 Cavendish Square, London W1).



**Household****Vapona Spirelle flykiller**

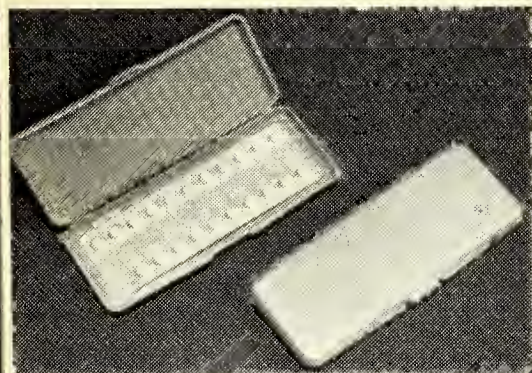
Shell are launching a further Vapona flykiller, the Spirelle (£1.25), which like other similar products in the range, is based on a system of controlled release from a plastic matrix. However, the Spirelle is said to be more aesthetic than the original Vapona flykiller with a close fitting cover in a brown and orange design. The product will be available nationally to Boots outlets, but to other chemists only in the Southern TV area (Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts).

**Contraception****Petipac for Norlestrin**

Parke-Davis, Usk Road, Pontypool, Mon NP4 8YH have introduced a new pack (Petipac) for Norlestrin.

Pouch shaped, with a positive purse-type closure device, the slim lilac coloured container incorporates a built-in memory-minder, and is designed to resemble an eye make-up kit.

Advertising to support the launch of the Petipac, which takes standard Norlestrin refills, will carry the headline "Now—the 'pill' that suits her best, in the pack that pleases her most".



## PRESCRIPTION SPECIALITIES

**TRI-ADCORTYL OTIC ointment**

**Manufacturer** E. R. Squibb & Sons Ltd, Regal House, Twickenham, Middlesex, TW1 3QT

**Description** Ointment each gramme contains triamcinolone acetate 1mg, neomycin sulphate equivalent to 2.5mg neomycin base, gramicidin 0.25mg, nystatin 100,000 units in a vanishing cream base

**Indications** Otitis externa

**Method of use** Apply to the affected areas two or three times daily

**Side effects** Sensitivity reactions to neomycin may occur and gramicidin sensitivity has occasionally been reported

**Storage** No special requirements

**Pack** Of 10g with applicator (£0.65 trade)

**Supply restrictions** TSA

**Issued** June 1, 1972

**PRAXILENE capsules**

**Manufacturer** Lipha (UK Branch)

**Distributor** Coates & Cooper Ltd, Pyramid Works, West Drayton, Middlesex

**Description** Pale pink capsules each containing naftidrofuryl 100mg

**Indications** Cerebral vascular disease, cere-

# TRADE NEWS

**New Freedom in polybags**

Kimberley-Clark Ltd, Larkfield, nr Maidstone, Kent, have repacked their Kotex New Freedom sanitary towels in polybags, following a similar change for Kotex loop product, when sales are said to have increased by 27 per cent.

They add that the pack is softer with more feminine appeal and that the transit damage is reduced. To coincide with the change, there is an on-pack offer of a pair of knee 'sox' at £0.60, claimed to be at least a 30 per cent saving on the RSP.

**Tweed spray**

Lentheric have introduced a 30g Parfum de Toilette spray (£1.50) in Tweed, which appeared in a television commercial in Scotland and heralds a "massive" advertising programme for the fragrance through this medium. Supplies of the spray are available from Lentheric Morny Ltd, 17 Old Bond Street, London W1X 4AY.

**Larger Bradosol packs**

CIBA Laboratories, Horsham, Sussex are now presenting Bradosol lozenges in packs of 24 (£0.18) instead of 20 (£0.15) and in outers containing 10 units, as opposed to the previous 12.

bral atherosclerosis and peripheral vascular disorders

**Contraindications** Hypersensitivity to naftidrofuryl

**Dosage** One capsule to be taken three times a day or as directed by the physician

**Notes** Praxilene has a vasodilator effect, is a local anaesthetic and has antibradykinin and antiserotonin properties

**Side effects** Rarely headache, nausea, epigastric pain, diarrhoea, insomnia, or vertigo

**Pack** Of 100 capsules (£4.53 trade), 500 (£22)

**Supply restrictions** Recommended on prescription only **Issued** May 1972

**ATENSINE tablets**

**Manufacturer** Berk Pharmaceuticals Ltd, Station Road, Shalford, Surrey

**Description** White tablets embossed "Berk 2" each containing diazepam 2mg and yellow tablets embossed "Berk 5" each containing diazepam 5mg

**Indications** Acute and chronic anxiety states. Tension headache, obsessive compulsive neuroses, insomnia associated with anxiety; dermatological, gastro-intestinal and cardiovascular conditions of psychosomatic origin, dysmenorrhoea and muscle spasm of varied aetiology

**Dosage** Mild anxiety in ambulant patients 2 mg three times a day. Severe anxiety states and obsessive compulsive neuroses 15-30mg daily in divided doses. Children 1-5mg daily in divided doses. Insomnia associated with anxiety 5-30mg before retiring. Muscle spasm of varied aetiology 2-15mg daily in divided

**New size Close-up**

Elida Gibbs Ltd, Hesketh House, Portman Square, London W1A 1DY, are now selling nationally a new economy size Close-up (£0.29).

**Prices reduced**

To late for inclusion in this week's Price Service Supplement, Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts, have announced price reductions from June 1 for both Valium tablets and capsules. Revised trade prices are: 2mg (100) £0.62, (500) £2.50; 5mg (100) £0.90, (500) £3.70. Prices of all other Valium presentations are unchanged.

**Sylvia offer**

Trade offer number three for New Sylvia disposable tab-end towels (C&D, May 20) should have read: with the standard price cartons of 48 packets of 10, D.81 there is an introductory bonus of one carton free with every 12 cartons of D.81. Supplies are available from Cuxson, Gerrard & Co Ltd, Oldbury, Warley, Worcs.

doses. Elderly and debilitated patients should be given half adult dose.

**Precautions** As with other drugs acting on the central nervous system, patients should be instructed to avoid taking alcohol while under treatment. May modify reactions, eg driving ability

**Storage** Cool dry place, protect from light

**Packs** Of 250 (2mg) (£1.28 trade), (5mg) (£1.90) and 1,000 (2mg) (£4.93), (5mg) (£7.30)

**Supply restrictions** P1, S48 **Issued** May 1972

**ACTINAC lotion**

**Manufacturer** Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex HA9 0NF

**Description** Lotion supplied as: powder containing in each gramme, chloramphenicol 40mg, hydrocortisone acetate 40mg, butoxyethyl nicotinate 24mg, allantoin 24mg, precipitated sulphur 320mg and excipient, and solvent: purified water 8ml

**Indications** Acne vulgaris and other acneiform conditions

**Contraindications** Know hypersensitivity to any of the ingredients

**Method of use** Apply night and morning for 4 days and at night only thereafter. Treatment should be continued for 3 days after disappearance of spots to prevent recurrence

**Precautions** Avoid contact with eyes and mouth

**Pack** Treatment pack of 2 vials of powder (each 2.5g) and 2 vials of solvent (each 8ml) (£0.80+PT)

**Supply restrictions** TSA **Issued** June 1, 1972



## PROMOTIONS

### Three R&C offers

Veet "O", Valderma and Hold & Shine are currently being promoted with offers by Reckitt & Colman.

For Veet "O" the offer is aimed at younger women who are new to the problem of superfluous hair, and takes the form of an 18-in fluffy dog called "Softie". Customers fill in a point-of-sale leaflet and send it with proof of purchase and £1.99.

Encouraging chemists to build effective displays with Valderma balm is a display item which shows off the product to advantage. A casserole dish by Pyrex (worth about £2) is combined with a special show card to make a display when the dish is filled with balm and soap.

Hold & Shine is currently featuring an on-pack offer in a nationwide Star Poster campaign. The deal is that any purchaser of Hold & Shine is entitled to a 30p discount on either of the two 70p posters shown on the pack—Elvis Presley or Steve McQueen. Alternatively, the purchaser can send off for a catalogue and obtain any one of the range of 38 x 25-in Star Posters (Reckitt & Colman toiletries division, Sunnysdale, Derby).

### Robinsons at rally

Robinsons of Chesterfield are sponsoring a car at the current International Open Scottish Rally. It carries the Paddi pink and blue colours on a white background, the product symbol and panda mascot and will be seen among the 197 cars setting out today on the 1,000 mile route from Glasgow Airport (Robinson & Sons Ltd, Wheat Bridge Mills, Chesterfield).

### Born lucky or blonde

"Some girls are born lucky . . . the rest are born Blonde" is the message of the advertising campaign for Clairol's Born Blonde lightener and colourant beginning in July. *Vogue*, *Woman*, *Woman's Own*, *Cosmopolitan*, *Honey* and *19* will be used.

In addition, the consumer can obtain at point of sale an application form to send in with the top flap from both packs in return for a coupon worth £0.54, the price of the colourant pack.

The trade incentives are a prepacked display shipper with wire stand containing 12 packs of colourant, plus one free, 12 packs of lightener plus one free and a shade selector. On loose stock, 13 are invoiced as 12 for an order of 12 lighteners and 12 colourants (Bristol-Myers Products, Stamford House, Langley, Slough SL3 6EB).

### Clinic relaunch support

An advertising budget of £100,000 has been allocated for the relaunch of Clinic shampoo, involving *True Story*, *True Romance*, *Woman's Story*, *Pins & Needles*, *True Magazine*, *She*, *Good Housekeeping*, *Woman*, *My Weekly* and *Woman's Weekly*. There is also a comprehensive selection of display material available to the trade, including mini and



*Cannon Babysafe* teat dispenser, measuring approximately 11½ in high by 11½ in deep and 7½ in wide and holding six of each hole size (large, medium and small), is supplied free with purchases of 50 or 100 assorted packs of item 150 universal teats in the mini-feeder pack (*Cannon Babysafe* division, *Cannon Rubber Manufacturers Ltd*, Ashley Road, London N17 9LH)

maxi bins and bonus terms of 16 invoiced as 12 (Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1).

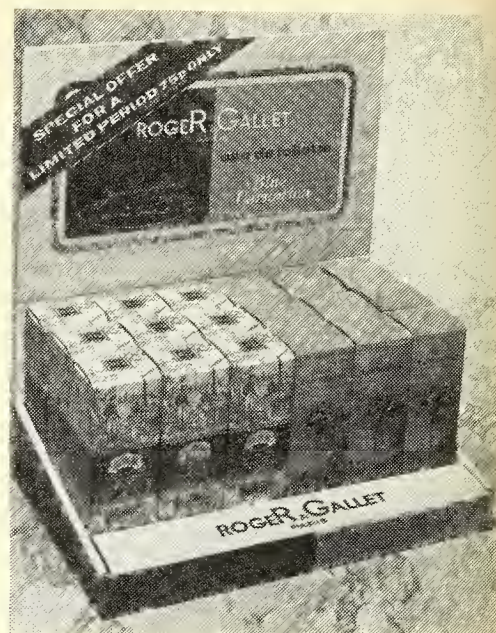
### Rimmel mass exposure

Rimmel are mounting an extensive advertising campaign, claimed to reach over 95 per cent of the country's girls and women by December.

The publications used include *Woman's Weekly*, *Honey*, *Woman's Realm*, *Petticoat*, *Woman*, *Cosmopolitan*, *Jackie*, *True Magazine*, *Woman's Own*, *Woman & Home*, *My Weekly*, *19*, *Annabel*, *She*, *True Romances*, *Reveille*, *Woman's Story*, *Photoplay*, *Daily Mirror*, *Sunday Mirror*, *Daily Mail*, *Daily Express*, *Sun* and *News of the World* (Rimmel International Ltd, 17 Cavendish Square, London W1).

### Purchase tax price

Only the purchase tax will be charged to the retailer for a box of Roger & Gallet soap of his choice with each order for a dispenser holding 19 1oz atomisers. These sprays in Extra Vieille Eau de Cologne



and Blue Carnation Eau de Toilette are to be sold during July and August for £0.75 (Roger & Gallet Ltd, 16 Lettice Street, London SW6).

### Boots' gifts

For the past eight days, customers of Boots, Royal Exchange, Manchester, were given a 50cc Tweed or Miss Lenthéric light refresher Cologne with purchases of Lenthéric products worth £1.25 or over and a Morny French Fern travel wallet, with purchases of Morny products worth £0.95 or over (Lenthéric Morny Ltd, 17 Old Bond Street, London W1X 4AY).

## ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire, Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

**Adorn:** All except E

**Anadin:** All except G, E

**Anne French cleansing milk:** Ln

**Anne French cream cleanser:** M

**Close Up:** All except E

**Cutex colour schemers:** Ln, M, Lc, Y, Sc

**Efferdent:** Ln, M, Lc, Y, Sc, WW, So, NE

**Elnett Satin:** All except E, CI

**Erasmic:** Ln, Lc, Y, So, NE, A

**Feel Free:** All except E

**Fresh & Dry Alpine:** Y, WW

**Fresh & Dry with natural herbs.** All except E, CI

**Harmony Protein Plus:** All except E

**Immac:** All except So, We

**Mum:** All except E, CI

**Polaroid sunglasses:** All areas

**Polaroid Super Swinger cameras:** All areas

**Q-Tips cotton swabs:** Y

**Right Guard:** All except E

**Sunsilk hairspray:** All except E

**Sure:** All except E

**Techmatic:** All except E

**Tempo:** All except E

**US anti-perspirant:** All except U, E

**Vapona:** Ln, M, Lc, Y, Sc, WW, So, NE, A, B

**Vapona Spirelle:** So

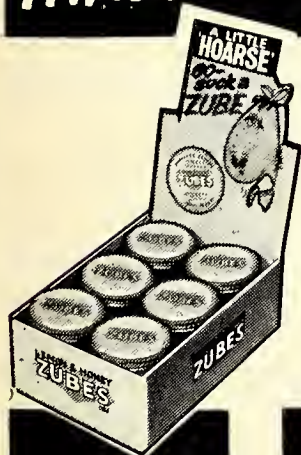
**Wilkinson Sword blades:** All except E

**Yardley mini sprays:** All except E



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THROUGHOUT THE SUMMER



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# Perfume: the ageless art

by Douglas J. W. Clark,  
chief perfumer,  
Chas Zimmermann & Co Ltd

The history of perfumery is traceable to the beginnings of civilisation. Any attempt to conduct an investigation into the art prior to this time would be purely conjecture. However, we may assume that Eve lured her future husband to the threshold of matrimony by means of an attractant other than perfume.

Odoriferous materials of plant origin, from flowers, leaves, woods, roots and grasses, were well known to the ancients of many diverse races in widely scattered geographical locations. The Chinese, Phoenicians, Egyptians, Hindus, Arabs and Persians, to mention but a few, indulged in religious ceremonials, during which the combustion of resinous woods yielded up their inherent odorous fumes for the pleasure of the gods. Thus originated the meaning of the word perfume—through fire.

In those alchemistic times, the scientific dark ages, the medical practitioner, druggist, cosmetician and perfumer had not emerged as separate practising professionals.

The doctor-priests (and priestesses) functioned as the perfumers and cosmeticians, jealously guarding their formulas. The compounding of beauty drugs became the exclusive prerogative of these religious magicians.

## A wide range

The cosmetic products reached a high standard of efficacy and included pomades, depilatories, skin creams, talcum powders, bath preparations and a range of colorants, applicable to the skin, hair, nails and eyebrows. These perfumed cosmetics were part of beauty treatments and their production developed into a thriving industry, for the benefit of the elegant ladies of the Occident. However, the major significance of perfume at this time was in the religious burning of incense, which evoked a feeling of ecstasy within the participants. "Evil spirits" were repelled by pleasant odours whilst offensive smells attracted the devil.

When human intellect began to supersede the "black arts" the Greeks, followed by the Romans, developed the application of aromatic extracts, medically by the apothecary as remedial salves and sedatives, and cosmetically by way of unctuous creams and oily lotions. Perfume shops, run by merchants, appeared in the markets serving as meeting places for conversational relaxation. Thus the merchants evolved as perfumers, keeping their recipes

in strict secrecy, thereby earning themselves considerable fortunes.

The golden age of bathing, descriptive particularly of Roman times, became an age of self-indulgence. Perfume epitomised luxury and expensiveness. Time to muse whilst soaking in fragrant waters gave opportunity for inventive thought. It was thus that Heron of Alexandria invented the first "automatic" perfume vending device.

The sumptuous feasts presented a perfect setting for the practical application of the perfumer's creations. As a preliminary courtesy, guests were sprayed with perfumed water from automatically operated fountains, and later, at table, appetites were enhanced by the scented wing beat of doves, which had been perfumed and trained to hover above the diner's heads.

The widespread use of perfume by the populace was established and the practical artistic application exploited to a remarkable extent with the limited variety of raw materials available. With the decline of the Roman and Hellenist civilisations, it was the Arabic scholars who began a golden epoch of scientific achievement. The age of belief in miracles arrived—the philosopher's stone and the panacea of eternal youth. Distillation of plant extracts was practised and fermentation alcohol was used as a solvent for perfumes. The potential of this volatile, non-greasy solubiliser as a convenient carrier for scented preparations was realised. This new innovation stimulated the development of aesthetic containers, which resulted in an ever increasing complexity of shape and adornment.

A period of cultural stagnation in Europe followed the collapse of Rome. The political and social confusion, caused by the Barbarian invasions, was ameliorated, in some measure, by a period of stability under the rule of the Emperor Charlemagne. Monastery gardens evolved as centres of cultivation for herbs and spices. Thus the scene was set for the monastic production, in later centuries, of the highly flavoured liqueurs, such as Benedictine and Chartreuse, the formulas of which rivalled the complexity of perfumes. Indeed the skill of these Christian ecclesiastics merits comparison with the famous perfumers of our century. Modern perfumery may be said to have commenced from this time, and the French perfume industry, destined to reign supreme for centuries, was sponsored by Catherine de Medici who employed both a perfumer and a cosmetician.

The royal courts of Europe became the centres for the arts of perfumery and

cosmetics and, a competitive spirit for pride of place in perfume creativity grew up.

This was the dawn of a new era. Natural science turned away from the alchemist's futile quest, and devoted itself to unprejudiced objective research. The French district of Provence developed as the technical centre, due in part to the favourable climatic conditions allowing easy cultivation of a rich variety of oil bearing plants. During the late eighteenth century, economical methods of distillation and extraction led eventually to the essential oil industry centred in the Alpes Maritimes.

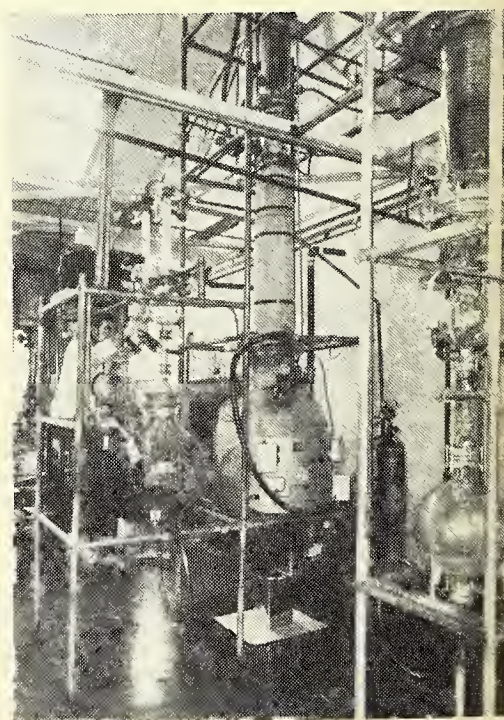
The range of natural odour bearing materials isolated as absolutes, concretes, resins and volatile oils of floral, spice, and herbal origin, in varying degrees of purity, extended the tools of the perfumer's trade. These new products provided a stimulus to fresh experimentation and creation of novel odour combinations.

The invention of the original eau de Cologne by Johann Maria Farina in 1709 was a real innovation in the perfumery world. For the first time a blended bouquet of oils was formulated, resulting in the production of an odour completely different from the single flower conception of earlier days. That this perfume became a classic, and retained its popularity for centuries, pays tribute to its originator.

The vital period for the perfumery industry was rapidly approaching, initiated through the discoveries of the great organic chemists such as Liebig, Wöhler, Kekulé, Wallach and Tiemann and others. During the mid-nineteenth century the synthetics were born. A whole new range of odorous chemicals was destined to arrive on the perfumery scene, the most interesting of which did not occur in nature. From earliest times, until this vital period of the advent of organic synthesis, the perfumer's art was limited to the use of odorous natural extracts.

The perfumes produced in an atmosphere of mystery were designed for the

*Fragrance in the making*





use of Pharaohs, Emperors, Kings, Princes and their royal entourage, only reaching the general public at times of empire collapse or social revolution. Even in comparatively recent times, the distribution of perfumes for use or misuse by the public at large was regarded with misgivings by authoritarians. Acts of Parliament in England were invoked to curtail the betrayal into matrimony of unsuspecting males, through the enhancing of sexual impulses with scents.

By the turn of the century, the centres for synthetic organic chemistry were Germany and Switzerland. Companies in these countries conducted an aggressive campaign for the acceptance, by perfumers, of their synthetic perfume materials, as indispensable ingredients for the art of perfume blending.

Initially opposition came from the French perfumers who feared a corruption of their art through the use of these synthetics. By 1914 however, the synthetic perfume industry had gained acceptance in Europe.

The scene was set for new developments aided, as in previous times, by social change. The success of the suffragette movement, particularly in the United States, resulted in the open use of perfume. Women no longer furtively hid their flacon only to see daylight on high days and holidays.

### New influence

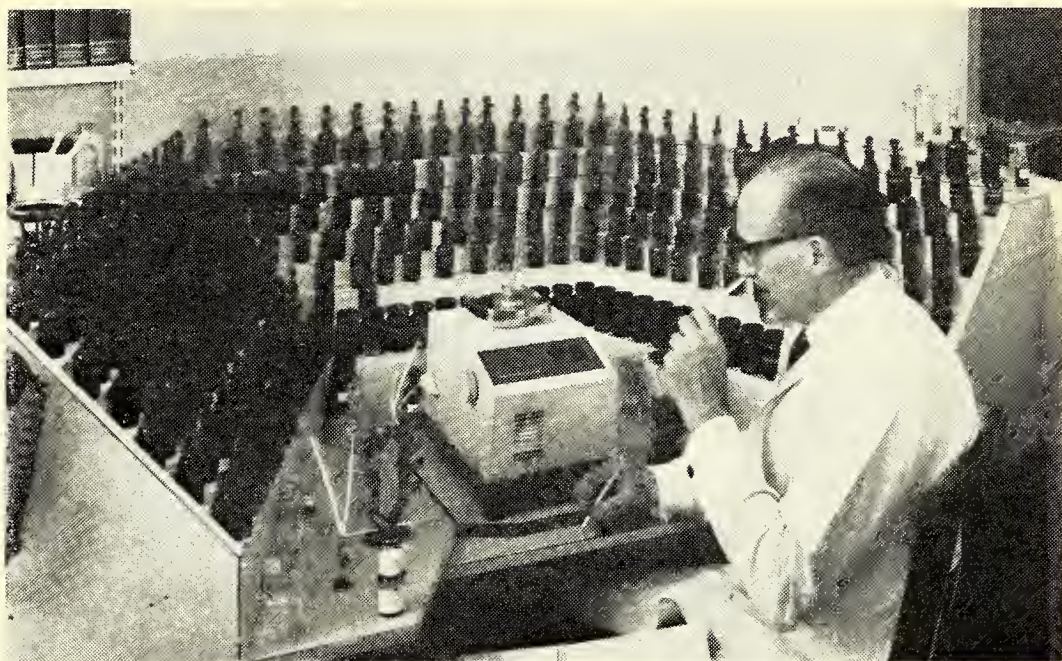
The new era was cemented during the rise, in Paris, of the *Haute Couture*, and by the interest and influence these fashion houses exerted. The two arts of fashion and perfumery intermingled and the supremacy of France was established when the couturiers sponsored the perfumers. The commercial pied pipers had not yet played the tune, time was not at a premium, and so the grand period of French perfumes arrived.

Following the 1914-18 war, such treasures as *Quelques Fleurs*, *Nuit de Longchamps*, *Shalimar*, *Mitsouko*, *L'origan*, *Arpège*, *Sortilège*, etc, appeared, and the most famous of all, *Chanel No. 5* was inspired by the newly developed synthetic aliphatic aldehydes.

A world-wide market was assured for the inspirations of the aristocratic perfumers immediately following the 1939-45 war. These modern classics, launched in conjunction with the successful fashion creations of the *Haute Couture*, achieved acclaim.

Dior, through one of the world's best perfumers, presented to the public *Miss Dior*, *Carven* offered *Ma Griffe* and *Schiaparelli*, *Rochas* and *Nina Ricci* gave the dainty feminine world a range of sophisticated scents. Thus the trend, created by *Les Grands Parfumeurs* and presented by the *Couturiers*, was a courageous advance to satisfy public demand for artistic expression, characteristic of the time.

Companies dealing in raw materials, natural and synthetic, engaged the services of imaginative, odour-conscious, adaptive men and women with a technological background. They thus acquired expertise in composing perfumes, tailored to a specific purpose and end product, and



*The author composing*

falling within a specified price structure.

Concurrently, the cosmetic and toiletry industries were breaking new ground. Sophisticated development programmes were initiated enveloping a diverse range of new style products.

As the world contracted, markets expanded, and this gave the impetus for commercialism, as applied to the perfume, cosmetic and household product industries. Pressurised advertising resulted in the creative perfumer becoming financially conscious. No longer an individual working in semi-isolation, he was obliged to become a member of a team, destined to adapt itself within the framework of an industrial company, to serve the ever increasing demands of the public.

The modern perfumer must be fully acquainted with the range of base products—carriers for the odours of his creation. From the simple powdered products used in the sachets and pomanders of old, we are today confronted with complex emulsion bases, the function of which is to facilitate application of active cosmetics to the skin and hair.

Neither is the perfumer restricted to cosmetics and toiletries. The ingenuity of the product research and development chemists has resulted in a complex variety of functional household and industrial products, most of which require perfume.

### Aerosols bring problems

With the advent of the aerosol as a means of application, a fresh set of problems was encountered by the perfumer. Formulas which were perfectly adequate in conventional media needed to be reconstructed for stability. The finely divided particle size of the spray mist exerted profound changes in the odour patterns and perceptions of perfume blends. The whole mode of physical behaviour of all raw materials needed re-assessment.

The vast sales expansion coupled with the social revolution has led to world shortages of the natural products. Yet another challenge is presented to the perfumer—the duplication of nature's essen-

tial oils. Today price prohibits the use of many natural oils, for example, rose, jasmine, orange blossom, neroli, etc, except in the top class couturier perfumes. Indeed in the not too distant future it is conceivable that these once, commonplace products will exist only as rarities on the collector's shelf.

The universe expands, but due to improved communications the world shrinks, social strata are compressed, and perfumery becomes international. The creator is faced with the problem of producing a fragrance which does not adhere in character too closely to the tastes of any individual country. Nationalistic preferences are being progressively superseded by universally available perfumes and consumers are being alienated from traditional products.

The appeal must attain international acceptance and the modern perfumer must be aware of intercontinental trends. He must for instance keep abreast of developments happening in the Americas as well as those in the new increasingly affluent societies now emerging in many parts of the world. Manufacturing companies who previously employed their own perfumers for their consumer products are now turning to the perfume supply houses for their requirements. The supplier should be equipped to provide a full technical service beyond the terms of the initial brief.

Whither perfumery? Will the computerised future absorb the perfumer? Experiments are already being conducted in the field of odour computerisation. Systems of descriptive odour codings are being developed and electronic embryos constructed.

The art of perfumery has come a long way from its dark mystical origins in religious ceremonials for the placation of the gods, and the time may soon arrive when the computer with a series of transistorised devices takes over from the artist. The writer has his doubts about this, as well he might being a practising perfumer himself.

*Photos: Chas Zimmermann & Co Ltd*





## Why specify LANOXIN?

The minute quantity of Digoxin powder that must be meticulously measured into each 0.0625 mg LANOXIN\*—PG Tablet is indicated in the photograph above.

Since 1929, when Digoxin was discovered in the Wellcome laboratories, we have been making LANOXIN to meet very exacting standards in a field where patient sensitivity to dosage variation is so uncertain.

When you write LANOXIN you specify a drug the composition of which is pure, precise and predictable.

\*Trade Mark

### Presentation

LANOXIN Tablets—containing 0.25 mg Digoxin

LANOXIN-PG (Paediatric/Geriatric)

Tablets—containing 0.0625 mg

LANOXIN Oral Solution—containing 0.5 mg/ml

LANOXIN Paediatric Elixir—containing 0.05 mg/ml

LANOXIN Injection—containing 0.5 mg/2 ml ampoule

Full information is available on request.



Wellcome



1870



1973

Burroughs Wellcome & Co.

(The Wellcome Foundation Ltd.) Dartford, Kent.

LAI



# COMMENT

## A thousand to seven

"Chemists have got a death wish on themselves." That is the way one wholesaler greeted the idea of a voluntary trading organisation for independent pharmacists, Mr A. Trotman, chief executive of NPU Marketing told the final VTO meeting held by the National Pharmaceutical Union in London last week (p 783).

The wholesaler presumably took this line because of the very "independence" of the independent pharmacist, and he will have also taken into account his experience of the often ill-advised buying habits of many of them. For a voluntary trading organisation to succeed, all this must change.

But the signs are that many independents are sufficiently concerned about their own futures to at least consider change. It is a remarkable achievement that more than one thousand NPU members have been persuaded of the need to hear the proposals at first hand, and that many travelled considerable distances to do so.

Only seven are reported to have expressed opposition to a continued study of the VTO scheme, and the long and detailed work can therefore continue with a promised "third stage" early next year. It is noticeable that most of the questions asked related to details—there has been little criticism from those attending the meetings of the principle of the scheme.

Here we would take issue with our columnist Xrayser who this week (p 768) pins his hopes on "the European agreement in the offing," rejecting the VTO as the answer for a profession "desirous of finding its true place in modern society." Surely the EEC aura is still very much in the future and we must take things as we find them in Britain—and that involves health centres and a public

used to convenient access to both dispensing and over-the-counter medicines. It is also necessary to bear in mind the continuing reduction in the number of pharmacies.

Logically, the place for the "European" pharmacist would be in a health centre with the doctor. But many of our health centres are being sited for the convenience of developers or local authority finance, rather than the patient—can we ever expect her to travel to the local hospital grounds for a bottle of aspirins?

If not, we need pharmacies in the community. Can these be—indeed, should they be—fully financed from NHS dispensing and o-t-c medicines? We believe not, in fact we think the experience of the profession in having to deal with one master (minister) underlines our view and we regard the survival of the truly independent pharmacist as of paramount importance, accepting the corollary that he must be able to survive commercially as well as professionally.

### Help required

To do so he will need help pretty soon in this competitive age. Whether a voluntary trading organisation is the help required, it will be up to NPU members to decide when they know the full implications. But we would see a viable profession gearing itself to demanding the right to exclusive dispensing and sale of all medicines, rather than face the prospect of a salaried health centre service and uncontrolled, uninformed counter sale of increasingly potent drugs.

We have said before, and we repeat our view, that the pharmacist has a duty to ensure that he remains readily accessible to the public, at a time when other professions are making themselves more remote.

## BUSINESS Q & A

*I employ my wife in my business and I should like to know what is the most advantageous salary I can pay her to obtain the greatest tax advantage; I have been paying her £12 weekly and I do pay surtax. Would it help me taxwise if I increased her salary and if so, what would be the most advantageous figure?*

There is insufficient data to give a precise answer to this question since it must depend upon the available allowances, the present level of your income and the rate of surtax which you pay. It can, however, be said that in any event you can pay your wife only a fair commercial rate of remuneration for the work which she carries out. This is a well established rule of law, and you should therefore consider the matter on this basis.

*I have a van which is exclusively used in my business and which I*

*plan to replace in 1973. My year ends on October 31 and originally I had planned to replace the van as soon as the M registration changed since in this way I could take advantage of the 60 per cent capital write-off and stay within my '72-'73 financial year and get an M registration. However, depreciation is now free and after next April VAT charged on a van will be recoverable, but no official announcement seems to have said whether or not the special 10 per cent "new car tax" will apply to vans. If it does, then obviously I should buy my new van in March '73; if it does not, then in September '73, or is there another complication which I have overlooked?*

You seem to have reached a fair assessment of your position, and it is clear from Clause 51 of the Finance Bill that car tax will not apply to vans.

*Small companies have been assessed to shortfall in respect of small amounts of interest received*

*and taxed under a different rule from their trading income. Will this continue after next year?*

Now that income tax will cease to be deducted from dividends, shortfall assessments to basic income tax will disappear. There will, however, be an apportionment of income where appropriate at rates in excess of the basic rate and in respect of investment income surcharge. Where the amount apportioned does not exceed £200 or 5 per cent of the amount apportioned (if less) it will not be charged to tax. Thus the effect is that these trivial and time-consuming assessments will disappear.

*Please tell me what is the rule about interest paid—is tax deducted or not?*

Interest paid by an individual is paid without any deduction of tax. Interest paid by a company is, however, paid under deduction of tax and the company must account to the Inland Revenue for the tax deducted under the provisions of the Ninth Schedule to the Taxes Act 1970.



# Franchising in American drug stores represents 34 per cent of sales

H. J. Welzel, manager, Advanced Management Systems, National Cash Register Co, Dayton, Ohio, USA.

Franchising in the United States is a \$125,000m industry. This figure represents approximately 13 per cent of the gross national product and 34 per cent of total retail sales in America. It has been described as:

Essentially a system of distribution under which an *individually owned business* is operated as though it were part of a large chain, complete with trademarks, tradenames, uniform symbols, design, equipment and standardised services or products.

From its inception at the turn of the century by General Motors, and followed shortly thereafter by Rexall in 1902, the franchise industry slowly established itself as a major part of the nation's business and, in the last two decades, has emerged as perhaps the most dynamic distributive and service system in the US economy.

In the drug store field, franchising was mostly of the agency-type, such as Rexall and Walgreen. It was not until the 1960s that a more refined franchising concept appeared. Some of these franchising drug store companies and their working "relationships" with their franchisees are examined below.

Rexall, St Louis, Missouri, have approximately 9,500 agency stores, many of which belong to chains. In this company a franchisee:

- ☐ gets the use of the Rexall name;
- ☐ must stock a "representative" assortment of Rexall brand merchandise;
- ☐ participates in Rexall advertising programmes;
- ☐ pays Rexall 2½ per cent of total purchases.

Another example of the agency-type drug franchises is Walgreen of Chicago, Illinois. Walgreen has about 1,900 agency stores. Those companies holding Walgreen franchises must:

- ☐ buy Walgreen label items from Walgreen distribution centres;
- ☐ display Walgreen's name and
- ☐ participate in area programmes.

Occasionally they receive free assistance upon request in operations, layout, traffic, and employee training.

Another drug company engaged in franchising is Liggett-Rexall, of Stamford, Connecticut with about 500 agency stores. Here there are no franchise fees. However, an agent must purchase a minimum of \$30,000 annually (at wholesale), participate in promotions and identify his store as Liggett-Rexall.

There are other agency-type companies such as Stineway-Ford Hopkins, Chicago, with about 370 agency stores and Republic Drugs, Denver, Colorado, with approximately 15 agency stores.

In the past few years many drug franchises have been formed. For example, a wholesaler from Indianapolis, Indiana, launched a franchise programme in 1969. This wholesaler is Mooney-Muellerward, and although the franchise, called Spartan, appears to be a voluntary chain, it is in reality a franchise organisation because members pay for using the Spartan name. It currently has about 35 local druggists as members. The development of the franchise programme in this company grew out of a desire on the part of a wholesaler to save its small customers from extinction. Spartan provides store front signs, Spartan designed items, advertising programmes and joint buying.

The franchisee provides a franchise fee of \$1,200 and an advertising fee of \$300 quarterly.

## A new dimension

The newcomers in drug store franchising, however, are two newly formed companies that are adding a new dimension to franchising. These are Fairco Drug and Sentry Drug Centers and one is radically different from the other in their franchising methodology.

Knoxville, Tennessee-based Fairco is selling franchises on a state or area basis, mostly to financial people. In essence what the company is doing is franchising a series of drug chains, hoping to make an instant impact by combining the efficiency of chain operations with franchising. Their discount drug stores are completely systemised and pre-merchandised and can be operated profitably by a man who knows nothing about drug stores. They are not as interested in the pharmacist as they are in the financier, whose money is needed for accelerated growth. For

example, the Tennessee-Indiana franchisee, who paid \$1m for the rights, has pledged to open 105 Fairco drug stores over a five-year period. The cost to build, fixture and initially stock a store is about \$50,000. Typical formula for Fairco Drug Stores is: Projected annual sales, \$500,000; size, 3,200 sq ft; gross margin, 25 per cent; opening stock, \$32,000-\$35,000; opening cost (including franchise fee), \$50,000, fixtures, \$10,000; service charge, 4 per cent of sales; employees, 5-7; scripts per day, 85-100.

Sentry drug centres are operated by Henry B. Gilpin Co, a Washington-based wholesaler. Unlike Fairco, Sentry picks pharmacists as franchisees. Sentry believes the key to success is location—specifically those sites avoided by chains. They then franchise highly motivated pharmacists to run the stores. The cost of a Sentry store is about \$120,000. The franchisee must initially invest \$30,000 and the rest is financed by the company.

The Sentry store formula is: Projected annual sales, \$300,000-\$600,000; size (average), 6,000 sq ft; projected gross profit, 36 per cent; labour cost (including franchisee), 11 per cent; service fee, 3 per cent; franchise fee, \$10,000; pre-tax profit, 8.3 per cent.

Then there is Pharma 3, Inc, a San Diego-based firm that hopes to open 500 franchised pharmacies across the US by 1980. Pharma 3 is one of the latest entries into the franchised drug store field and has only one pharmacy. The concept being utilised by Pharma 3 is to provide each store with complete, accurate inventory control of both prescription and over-the-counter merchandise. By eliminating the hand counting of merchandise, and by automating the order functions, the pharmacist and other employees are freed to provide swifter, more personalised service to customers.

There are many drug companies entering the franchised field. Some are being formed by pharmacists, others by established companies and many by wholesalers. It appears that by the end of the decade, drug store franchising will have had its greatest period of growth.

## US beauty market shares

The American health and beauty aid market is expected to grow between 6 per cent and 8 per cent annually for the next six years, about the same rate of growth as has been evident during the last two years.

Whether the drugstore sales of these products are likely to achieve similar growth is much more difficult to forecast for it is suggested "the share of the pie will be determined to a great extent on the merchandising expertise reflected in the various outlets of health and beauty products—stores, food departments, drug-stores, and discount houses."

That information was given to a study group of British buyers who were recently taken by Johnson & Johnson Consumer Products Division on an eight-day tour of Eastern Canada and the US. The purpose of the visit was to examine the latest merchandising retailing and cash-

and-carry methods being employed in those countries.

The party were given specific presentations by Johnson & Johnson personnel in both Canada and the US. Most apparent in both countries was the trend for out-of-town centre shopping complexes with supermarkets averaging 16,000 to 20,000 sq ft and discount stores dealing mainly in "non-foods" of up to 200,000 sq ft sales area.

In the period 1950-1970 the pattern of health and beauty aid sales has changed dramatically. Drugstores accounted for 80 per cent of such sales in 1950 but had dropped to 38 per cent by 1970. It was pointed out that these shares could not be viewed in absolute terms but provided a viable trend indication.

The US figures contrasted with those of Canada, where the aggressive merchandising of health and beauty aid pro-



ducts by the independent drug outlets had maintained their share at around 87 per cent.

In the US health and beauty aids accounted for 32.3 per cent of the total drugstore sales in 1970 compared with 32.1 per cent for prescriptions. The health and beauty aids comprise in terms of total turnover, 19.1 per cent proprietaries, 10.9 per cent toiletries and 2.3 per cent cosmetics. Both tobacco and photographic sales at around 7 per cent are important elements in total drugstore sales.

The study group was told of the significant increase in the number of mass merchandising discount stores each of more than 10,000 sq ft and displaying up to 90 per cent of their stock drawn from their own warehouses. In such stores health and beauty aids contributed 4.82 per cent of total retail sales. About 80 per cent of the staff in those establishments were part-time workers and loading of shelves was effected overnight.

In food stores aggressive advertising campaigns promoted health and beauty products and although grocery items accounted for 88 per cent of their total retail sales these stores were now selling 30 per cent of all the health and beauty aids sold.

The top ten health and beauty products sold in food stores were relatively unchanged between the period 1960 to 1970, toothpaste heading the list at \$186,000,000 in sales to be followed closely by aspirin compounds at \$181,000,000. Shampoos, razor blades and spray hair fixatives achieved turnovers of \$152,000,000, \$122,000,000 and \$118,000,000 respectively followed by aerosol deodorants \$111,000,000, sanitary towels \$104,000,000, mouth washes and gargles \$89,000,000, disposable diapers and liners \$83,000,000. The latter group of products increased its turnover by 60 per cent over the sales in the previous year.

The study group was told that the dramatic growth of health and beauty

aid sales is expected to continue at around 6 to 8 per cent. The 9.7 billion dollars in sales for 1970 was up 7.6 per cent on 1969, and 1969 was up 7.4 per cent on 1968. However, it was felt that changes among outlets in the division of the total turnover of these products would continue to alter but to a lesser degree

than in the past. It was felt that the mass merchandiser's percentage of the total health and beauty aid sales is expected to reflect the largest increase. However, it will be much less dramatic and more difficult to achieve in the face of a stronger and more aggressive activity by the large food and drugstore chains.

## Nielsen review the retail drug trends in US

Nearly six out of 10 drug stores in the United States recorded increased sales of cosmetic products in 1970 compared with the previous year states the Nielsen "Review of Retail Drug Trends".

Methods listed by proprietors to achieve these results were many, but the most common were:

- ☐ Increased total stock, especially the more popular "line merchandise".
- ☐ Remodelled the section to allow for more attractive display of items and actually adding additional displays.
- ☐ Added a "cosmetician", in whose judgment the customer has confidence.
- ☐ Discount prices—this was last in terms of mentions and did not seem to be nearly as important a reason for increased sales, as with prescriptions.

Two-thirds of the drugstores claimed increased sales for items such as dentifrices, hair sprays, shampoos, deodorants and hair tonics. Proprietors felt that the sales increases in their field could be traced to offering customers a wider selection of merchandise by increasing their stocks.

Availability of the wider selection was supported generally with increased advertising much of it keyed to discount prices. The investigation shows that 71 per cent of the stores reported sales gains in their proprietary drug sections while only three per cent suffered declines. To accomplish those results proprietors credited advertising with being the most effective technique. Next in importance came discount prices, which ran a close second. Increased selection of stock, remodelling, and additional promotions and displays, followed in order as reasons for sales gains.

Sales by retail drug stores in the United States in 1971 totalled \$13.730 billion, a 5.5 per cent increase over 1970. The review indicates that the performance of drug stores in the matter of total retail sales was noteworthy in that they had managed to keep pace with the growth in retail trade. With population increasing and the total of drug stores decreasing the average number of consumers per drug store is claimed to be 3,992 persons an increase of 26 per cent since 1960. This trend is expected to continue and the review considers the problems and challenges relative to store location, size and ability to serve customers will intensify in the retail drug industry in the years ahead.

The review also finds that as contributors to the volume gains of drug stores during 1970 the sales of 12 basic health and beauty product aid classes were disappointing. The total sales increase for the

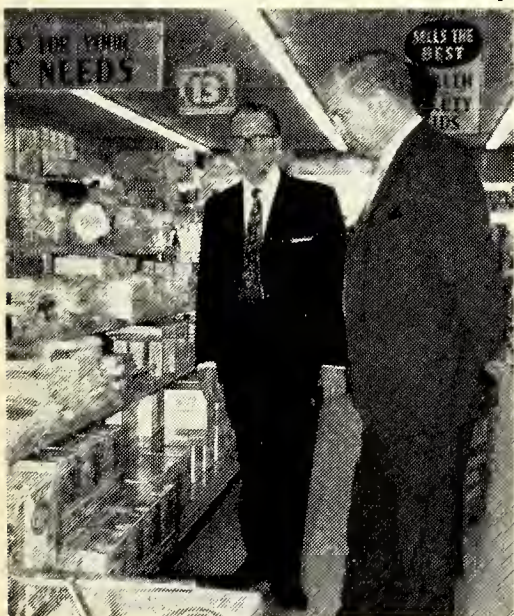
products investigated was a modest 3 per cent compared to the 5 per cent gain for all commodities. In contrast the same items in grocery stores had an average gain of 6 per cent, whilst the items totalled slightly over a billion dollars in food outlets, and just under a billion in drug stores, pointing out the strong competitive position of grocery stores for the sales of health and beauty aids.

The review also considers the share position of a selective health and beauty aid product classes among drug, grocery and mass merchandiser outlets. Although the shares held by mass merchandisers in most health product groups is still substantially below that of both the drug and grocery outlets their continuing gains in that area are demonstrated when comparing 1970 with 1969.

On a dollar basis hair preparations sales in drug stores increased by 2 per cent, those in grocery outlets by 7 per cent and mass merchandisers by 23 per cent. Feminine hygiene products increased by 10 per cent in drug stores, 13 per cent in grocery outlets and 23 per cent in mass merchandisers, while those for cold remedies in the same outlets—drug stores, grocery and mass merchandisers were: 2, 6, and 18 per cent and for oral hygiene products the percentages were 1, 7, and 26, respectively.

An examination of the combined unit sales and inventories of ten major health and beauty aid lines indicated a turnover of 5.2 times per year in chain drug stores compared to turnover rates of 8.8 and 4.9 for food chains and mass merchandisers respectively.

The Nielsen review adds the comment that an interesting point is the high average monthly unit sales and inventories for mass merchandisers.



Two of the study group looking at a health and beauty aid section of a major supermarket outside Washington, DC. On the left is Mr Roy Leaver, secretary, National Association of Pharmaceutical Distributors and right: Mr John Keays, sundries buyer and merchandiser, Boots Ltd

## BOOKS

**The Chemical Formulary.** Volume 16. H. Bennett. *The Chemical Publishing Co Inc*, 200 Park Avenue South, New York, NY 10003. 8½ x 5½ in. Pp 316. \$10.

This book lists a wide array of formulae for saleable products. Categories dealt with include medicines, emulsions, coatings, adhesives and detergents.

Volume 16 does not duplicate any of the formulae given in previous volumes. Many of the formulae given are being used commercially and others are taken from the literature.



# OPEN SHOP

by E. C. TENNER

## Return of the enemy

*The Times* was beaten to it this year in that a letter in the *Daily Mirror* proclaimed the first hearing of the cuckoo. Let *Chemist & Druggist* then continue the good work of upsetting form by reporting the arrival again in our midst of the enemy, whooping cough.

Those of us in practice in the thirties will well remember the paroxysms of the hoop, and of the quite distinguishable cough that followed. Not a whoop can I report, but that persistent cough is again in our midst, in almost epidemic proportions. I have no doubt at all that whooping cough is with us again. Is the causative organism, *Bordetella pertussis*, reasserting itself in spite of immunisation, or is it some other organism at work? Perhaps it is *Bacillus parapertussis*!

In any case, it is of epidemic proportions in our area, and perhaps this information will be of use to the Medical Officers of Health, whose nursing staff is too young to remember the disease. If it is a mutation of the organism which is at work, then we will have to look to updating our immunisation vaccine. But that is not my job; I report the facts, and hope that the warning is timely.

### Bored by the BMA

The board of science of the BMA has decided not to press for barbiturates to be scheduled under the Misuse of Drugs Act. A very wise decision, because it is one which would not make any difference to the numbers prescribed, which is the real crux of the situation. Once again, it is admitted, this board of the BMA has shown its wisdom in asking prescribers to cut down the numbers prescribed.

This is excellent advice, but only effective if the prescription calls for barbiturates alone. Most prescriptions that pharmacists see are a mixed bag, within which is a barbiturate, so the problem will be solved when practitioners accept that prescriptions calling for large supplies of *all* drugs are wrong. Only in that way will there be a real fall in the number of barbiturates available in the community. But perhaps it would not be politic to say this. If this is the reason it was not said, then the conclusions of the board did not deserve the publicity accorded them.

### NP (Not pleased)

This morning arrived the first casualty of the new system. A customer with a daughter of eleven—the child looking ill—presented a prescription calling for 24 Sol Aspirin, one and a half to be taken every four hours. This we dispensed and labelled “Soluble Aspirin”. The lady examined the bottle, read the label, and went mad! Her daughter had a sore ear, a sore throat, and a headache, had kept them up all night crying with the pain,

and the mother was not at all happy with the treatment.

She was informed that we could not change the prescription, or discuss it, and any complaints should be directed to the doctor, and not to us. Twenty minutes later she returned with a prescription for Neocortef ear drops and Tabs Terramycin 250mg. What transpired in the surgery I know not, I was only thankful that the prescription was exempt from charges.

But it does not help the GPs if complaints of this kind are ventilated before a shop full of customers. Perhaps NP is not the universal boon that it was proclaimed to be.

### Believe it or not

In this year of grace, 1972, a year before Britain's entry into the EEC, the business session of Franco-British is reported to have had for its topic for discussion, “The evolution of pharmacy from sorcery to ethical medicines.” Imaginative perhaps, but hardly relevant to the needs of European pharmacy today.

## LETTERS

### Unit packs

There has already been a marked increase in the dispensing of “unit packs” eg, Flagyl Combipack, etc. The BMA panel report (*C&D*, May 20, p711), is likely to increase this demand still further.

Unfortunately some original containers need attention paid to them, in particular in the labelling. If you place an average dispensing label on a tin of Neutradonna Sed Powder, the word “poison” still predominates and worries the “new” patient.

Conversely some warning notes can so easily be obliterated by the label. I feel it is now time for manufacturers' labels to carry a proper space for dispensing labels only—it would also help if these were all of a standard size. We could then tailor the labels to match up.

R. D. Gaiger  
Sutton, Surrey

### Duty to cope

What is in the air of Sittingbourne that affects Mr Wilkinson so adversely (*C&D*, May 27, p756)? His recent effusion in the local lay Press, and his diatribes in the pharmaceutical Press, will never achieve co-operation between the two professions.

Those of us who quietly coped, and

it is our duty to cope, with similar prescriptions both here and in other districts have achieved co-operation over more years than the months he has been in Sittingbourne.

He seems to have lost faith in his fellow pharmacists and the governing bodies and, as he seems to have an attack of “ink fever” at the moment, perhaps he should have extended leave for a cure in Fleet Street. I feel sure he would return to his chosen profession a much chastened young man.

W. Hook  
Sittingbourne

### Candidates' thanks

I should like to thank those who voted for me in the recent election for the Council of the Pharmaceutical Society. I assure all members of the Pharmaceutical Society that I will use my best endeavours to advance pharmacy in all forms of practice, and try to solve the many problems that face us.

C. C. Stevens  
Macclesfield

Through the courtesy of your columns may I express my thanks to the 2,912 members who voted for me in the Council election. If the 19,479 non-voters will join the above 2,912 on the next occasion I, for one, won't quarrel with the voting system.

C. H. Preston Robinson  
Sutton-in-Ashfield, Notts.

Through your columns may I thank all members of the Pharmaceutical Society who voted for me in the Council election and believe in my aims.

Many of you I know, and I look forward to meeting more of you in the coming year and in the future. Your interests are my concern.

Enid Lucas-Smith  
Cookham Dean, Berks.

### Appreciated

I would like to express my sincere thanks for the great help your publication has been to me for so many years now—especially so the price list. I have found this invaluable in these days of new lines and changing prices. It has helped to solve many of our problems.

My regret is that I have not been successful in finding a younger pharmacist to take over my business in which I spent 35½ very happy years.—E.W.

## SPORT

**Edinburgh Chemists' Golf Club:** Winner of the Reckitt and Leishman Shield played at Kingsknowe was H. Reynolds (18) 75. Best scratch was J. B. McCaig 82; section one winner was T. R. Johnson (9) 78 and section two, G. Brown (18) 75.

**Ulster Chemists' Golfing Association:** First in the Vestric prize day competition at Bangor was J. Hogg 39. Second was B. Fox 36. Section one winners were J. Grist 36 and D. Coffey 25 and section two, J. Fegan 35 and R. V. Mathers 33.



# NEW from ALLERGAN



## Blink-N-Clean Solution

The newest most convenient way  
to care for contact lenses

- Add new Blink-N-Clean to your order
- From Allergan's quality range of contact lens products
- 7.5cc sterile plastic dropper bottle retails for 54 Np



This unique formula gives the lens wearer increased comfort by quickly rewetting and cleaning blurred lenses WHILE THEY ARE STILL IN THE EYE!

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## THE FAST MOVER FAM-LAX

THE FAMILY LAXATIVE

is to receive extensive  
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**DAILY EXPRESS - DAILY MAIL  
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reaching a huge circulation of 156,445,341

## PLUS

125 advertisements  
in Provincial papers  
throughout the  
country





## NEW

Display packs  
for both  
Tubes  
and  
Tins



**STOCK UP NOW**

Available from your  
Wholesaler or in case  
of difficulty 'phone the  
order department,  
Bolton, to ensure  
immediate delivery.

## Roberts

Laboratories Limited

Burden Road, Bolton,  
Lancashire BL3 2RB  
Telephone: Bolton 32631



## Irish benevolent fund receives £2,000

The Benevolent Fund of the Pharmaceutical Society of Ireland has been augmented by £2,000 following the handing over of a cheque for that amount by Mr Cailain Conefrey, chairman of the special fund-raising sub-committee of the Benevolent Fund, to the hon treasurer of the Pharmaceutical Society of Ireland, Dr W. E. Boles, at a ceremony in the College of Pharmacy, Dublin, recently.

The proceeds represent the contributions of about 500 pharmacists from the provinces, who, in response to the Society's request, signed bankers' orders, authorising the handing over of individual sums in the region of £2-£3 each over the past two years. The scheme has been in operation for the past two years and already about £600 has been handed over as a result of the drive.

In the coming months, a cheque, representing the proceeds of efforts in the Dublin area will be handed over. Also present at the ceremony were Miss Patricia Cahill, hon secretary of the special sub-committee, and Mr John McCormack, hon treasurer. Officers and members of the Council of the Society were also in attendance, as well as the Registrar, Mr J. G. Coleman.

Thanking the sub-committee for its efforts, Dr Boles said that while there might not be many poor pharmacists there were quite a few dependants of pharmacists relying on the help of the fund. He stressed that to secure the maximum support it would be necessary for the sub-committee to establish personal contact with each pharmacist.

The president of the Society, Mr R. J. Power, said the cheque represented the accumulation of two years' collection, delayed through the bank strike. "I think it is only proper to thank the many pharmacists, who, by subscribing so magnificently to the fund, have proved that they are aware of its necessity, because dependants of pharmacists are tragically with us all the time."

He also thanked pharmacists who annually supported Benevolent Fund dances held at various centres throughout the country and thanked the members of the Committee who had done "Herculean work".

Replying, Mr Conefrey said they were very happy to be able to hand over this substantial contribution to the fund. In raising it, the members of the sub-committee had travelled throughout the country but it had been a pleasure to do so as they knew they were helping in a very worthy cause. They hoped that next year, their contribution would be an even greater one.

## Register changes

At the last meeting of the Council of the Pharmaceutical Society of Ireland, the following changes to the registers were noted.

Elected to membership: Mary C. Costello, Agnes Farrell, Elizabeth Lavin, Mary O'Donnell, Claire Ryan and Richard F. Shaw.

Mrs Mary Brennan, LPSI and Mr

Martin Howley, LPSI, were restored to the Register.

The following changes of address were noted: Dr V. Molony, LPSI, to c/o Belmont Park Hospital, Waterford; Miss Nora Josephine McCarthy, MPSI, to 3 Mosa-phir, Corrig Road, Dun Laoghaire, Co Dublin, and Mrs Mary Carroll, Assistant, to 78 Marlborough Road, Dublin 4.

Nominated for membership: Miss Joan Aherne, LPSI, 5 Lancaster Quay, Cork; Mrs Helen Carden, LPSI, 15 Brighton Vale, Monkstown, Co Dublin; Miss Therese McDonald, LPSI, Killeslin, Co Carlow; Mrs Carmel A. Whelan, LPSI, Athlone, Co Westmeath; Mr James McElwee, LPSI, Dungloe, Co Donegal; Mr James Prendergast, LPSI, 80 Sutton Park, Co Dublin and Mr Henry W. A. Sheridan, LPSI, 28 High Street, Sligo.

## Nostalgia pharmaceutica

by E. H. Shields

The other day, a box full of old textbooks turned up unexpectedly, resulting in an acute attack of something very much like home-sickness, a pre-occupation with the distant past. I was back again at "The Square", preparing for the old Minor Examination, wondering whether I should ever be able to spread a plaster with the smooth dexterity of Professor Greenish. I was envying one of our class who had had the advantage of a West End apprenticeship; he could leave us poor provincials fumbling in the rear, struggling with mortar and pestle, while he was neatly boxing and labelling his beautifully rounded pills.

There is only one cure for such nostalgia—soak in it. Let it rip, until those same letters capitalise themselves, so to speak, and literally leave one in peace. In my case, matters were complicated by the

## New officers

### Pharmaceutical Society

**Birkenhead Branch.** Chairman, D. J. Poole; treasurer, R. B. Kennish; social secretary, M. Weinronk; secretary, Mrs E. R. Booth. "Granrafon", Mere Lane, Heswall, Wirral, Cheshire.

**Croydon.** Chairman, Mrs A. Bishop; vice-chairman, W. Patterson; social secretary, D. R. Turvey; treasurer, N. R. Wakeford; Press officer, I. Benjamin; secretary, A. L. Smith, 87 Devonshire Way, Shirley, Croydon.

### Guild of Hospital Pharmacists

**London.** Chairman, Miss M. E. Brighten; treasurer, Miss E. E. James; secretary, J. B. G. Parker, Pharmacy, East Ham Memorial Hospital, Shrewsbury Road, London E7 8QR.

### Trade associations

**International Association of Seed Crushers.** President J.E.Th.M. Randag (Netherlands); vice-presidents G. Watson (Eire), A. Mergell (France), T. Yoshii (Japan), J. Hogan (USA); secretary H. D. Howard (Great Britain).

simultaneous appearance of this photograph (below) of the complete Minor and Major group for the 1916 course. Not a beard in sight and Professor Greenish has his characteristic quizzical smile. I can just recognise myself, in the second row, next to a gentleman from Trinidad, and confidently name about half the others—including Ella Caird, who became Mrs Corfield, and Hope Constance Monica Winch, who of course made history at Sunderland.

With such memories, I just can't hand the Professor's "Mat. Med" and "Foods & Drugs" to the dustman, despite their dates, and even after reading the latest "Guide to Good Manufacturing Practice" from Her Majesty's Stationery Office they provided useful references. But look at those skirts!

And has not Professor Shellard urged us to be architects and planners rather than artisans?





# Overwhelming London support for VTO

London area members of the National Pharmaceutical Union have given overwhelming support to the continued study of a voluntary trading organisation.

At the last of nine meetings throughout the country, only four hands were raised against the proposal out of an audience of some 350. At least 1,000 members have now heard the proposals for the VTO at first hand, and it is estimated no more than seven have withheld approval for the investigation to continue.

Since the first meeting at Brighton at the end of February (*C&D*, March 4, p310), the introductory talks by Mr D. N. Sharpe and Mr A. Trotman have been developed by the addition of slide material and the introduction of some new points. Mr Trotman, the chief executive of NPU Marketing Ltd, stressed that retail pharmacy must be prepared to sacrifice its gross profit margin in order to get higher sales volume—and a higher “actual” net profit. This had already been realised in nearly all other trades, which had come to terms with the changed situation in retailing. In electricals, for example, the gross margin had been reduced to 10-12 per cent.

The barriers that once separated the specialist retailer from the others had disappeared. “If it is profitable and if it is possible to handle it, then everybody will put it through their store.”

Mr Trotman said it was not necessary for the chemist to match other retailers' prices “penny for penny”, but there could be a “credibility gap” if the prices charged were too much above those advertised by competitors.

One aspect of the VTO was co-operative advertising. Companies such as Boots, Co-operatives, Tesco and Woolworth spent a great deal on advertising to the consumer, but part of the cost was met by the manufacturers whose products were being promoted. This would also apply to advertising by the VTO.

Mr Trotman reassured members that there was no question of destroying the pharmacist's ethical image or professionalism. “On the contrary, what we have to do is to exploit it and build it—to make sure that the public recognises that you are professional people.”

The speaker was critical of chemists for insisting on discounts from their suppliers—14 to the dozen plus 5 per cent plus . . . etc. They should demand to know the “net net” price they would have to pay for the product.

Chemists were often critical of those manufacturers which supplied other traders, but why should they tie their future to a trade that hadn't got growth in itself? “Once we start to achieve some growth then manufacturers will be quite happy to tie their products to us,” said Mr Trotman.

Elaborating on some of the services that the VTO could provide for its members, he said that as retailers, chemists were “driving blind”—the VTO could quantify a business potential, tell the

member what to stock and how much, say how big markets were, and indicate the right times to promote products.

Mr Sharpe, a member of the NPU Executive and a director of NPUM, told the meeting of a counter turnover more than doubled in 2½ years when he expanded his business by concentrating on professional pharmacy in one half of his intercommunicating premises, and on competitive sales techniques in the other. This had been achieved with the same sales staff by refitting and concentrating on the brand leaders, as advocated by Mr Trotman.

Mr Sharpe employed a sign-writer to prepare his “cut-price” cards, using the technique of one price crossed through with the reduced price.

How will the group be known? That was one of the points raised during a question and answer session, and the questioner averred that the NPU's own symbol had not been got over to the public. Mr Trotman replied that there would have to be research by specialists in “corporate identity”—but a symbol

would be necessary. The NPU symbol had never been widely advertised, and the letters “NPU” meant nothing to the consumer.

Mr Trotman also said that the VTO's members could still make their own decisions on whether a product or promotion was suitable for their area—but it was expected that the majority would support the programme.

Asked about the number of promotions, he pointed out that most groups required about six to eight products to pay for a national advertising campaign, and there would perhaps be twelve a year. It should be possible to plan the promotional programme for a year in advance.

Most of the group's services would be financed by the exploitation of the chemist's buying power, but members would be asked to contribute to the group's advertising. The amount would depend upon the scale, but most independent grocers paid £1 to £1.50 per week, which was invoiced by the wholesaler. “It will cost you a little bit of your independence and a little bit of discipline in your buying,” Mr Trotman concluded.

One of those expressing some doubts was Mr R. Jackson, who thought that as each pharmacist ran his business according to his own personality, worrying about the VTO would lead to neglect of the functions for which he was trained.

## Official IV tests questioned

Particular attention is to be given to British Pharmacopoeia sterility requirements for intravenous fluids to see if it is possible to improve them.

Sir Keith Joseph, Secretary of State for Social Services, has asked the Medicines Commission panel reviewing safety measures for their production to examine the subject “in the light of knowledge gained since those requirements were formulated”.

Confirming his earlier remarks in the Commons (*C&D*, May 13, p 667) on the case of a contaminated bottle, manufactured by Travenol Laboratories, being used at Kettering and District General Hospital, Sir Keith said his inspectors had found the company's manufacturing processes to be generally in accordance with current industrial practice. The testing procedures were the same as those published in the European Pharmacopoeia. He had therefore no reason to suspend the use of all fluids manufactured by Travenol Laboratories.

No fault had been found in procedures governing the use of IV fluids at the hospital. There was no scientific evidence, said Sir Keith, to establish beyond doubt the source of the contamination found in the dextrose solution. Two bottles out of 48 from the batch sent to the Public Health Laboratory were found to contain some organisms. The manufacturers had tested over 500 bottles but had found nothing wrong.

A number of theories about the occurrence had been developed and tested.

Most had been discarded; investigation, which might be prolonged, was continuing.

Defects in sterilising practice which could lead to large scale contamination could be detected by quality tests made by manufacturers. There remained a risk, however, that some imperfection would result from, for example, a minute flaw in a bottle or some tiny temporary defect in a manufacturing process.

A number of isolated examples, involving single bottles, occurred from time to time, but hospital procedures ensured that these bottles were withdrawn.

Answering a question from Mrs Barbara Castle, Sir Keith said that he would be looking at points raised by Dr Max Sterne in a recent article in *New Scientist*.

Dr Sterne elaborates on the chances of a contaminated batch escaping detection under the present official tests. He states that they are not sensitive enough to reveal a slight initial contamination which may have serious consequences.

He recommends that products should be stored for a suitable time by the manufacturers before examination.

“It is inequitable,” concludes Dr Sterne, “to continue to rely, as heavily as at present, on the expertise of manufacturing staff to compensate for deficiencies in regulations.”

“Positive evidence of specialised competence should be required of ‘expert’ staff, and the bare possession of a professional qualification should not be regarded as automatic proof.”



# MARKET NEWS

## Brazilian menthol weakening

London, May 31: Brazilian menthol was among a number of crude drugs to be marked lower during the week with £0.15 per kg being knocked off the spot and June-July shipment rates, and £0.30 from the afloat price.

Also lower were celery seeds and black and white peppers for shipment, aloes (Cape and Curacao), dandelion root and turmeric. Buchu was unobtainable on the spot, but the shipment rate was reduced by £0.05 lb. Marked higher were cardamoms and lemon peel.

Among essential oils, Chinese spearmint was dearer by £0.20 on the spot.

Although the price of mercury has firmed up considerably in producing countries, demand remains at a low level. Spain and Italy, two principal producers are reported to have agreed a minimum price of \$170 per flask.

### Crude drugs

**Aconite:** Spot £1,050 metric ton; £1,050, cif.  
**Agar:** (lb) Kobe No 1 £0.85 cif; European £0.73.  
**Aloes:** (metric ton) Cape primes £260 spot; £210 cif. Curacao £770 spot; £720, cif.  
**Balsams:** (lb) Canada: £1.75 spot; shipment £1.70 cif. **Copaiba:** BPC £0.50; Para £0.40. **Peru:** £1.05; £0.92, cif. **Tulu:** BP £0.70.  
**Belladonna:** Leaves £0.15 lb spot and cif. herb £0.11 spot, and cif; root £0.12 spot; £0.11, cif

**Benzoin:** BPC £0.75 kg spot; £0.66, cif.  
**Buchu:** No spot; £1.00 lb cif.  
**Camphor:** BP natural powder £1 kg spot; £0.90, cif. Synthetic BP £0.57 kg in 500-kg lots.  
**Cardamoms:** (Per lb cif) Alleppy greens No 1, £0.85; prime seeds £0.90.  
**Dandelion:** Root £415 metric ton spot; £390, cif.  
**Ergot:** Spot £3.10 kg.  
**Gentian:** Root £405 metric ton spot; £395, cif.  
**Ginger:** (ton) Cochín £210, cif. Jamaican No. 3 £1,050 spot; £850, cif. Nigerian split £195 spot, £185 cif; peeled £300 spot; £270, cif. Sierra Leone, £240, cif.  
**Kola nuts:** West African halves £90 metric ton spot; shipment £75, cif.  
**Lanolin:** Anhydrous BP minimum 1,000 kg £317 £415; cosmetic grade £430.  
**Lemon peel:** Spot £230 metric ton; £210, cif.  
**Liquorice root:** (metric ton) Chinese £110. Russian £115. Spray-dried powder £396, delivered. Block juice £431.50.  
**Lobelia:** American herb £785 metric ton spot; £760, cif.  
**Lycopodium:** Indian £2.00 lb spot; £1.75, cif. Russian £2.50 spot.  
**Mace:** Grenada £0.35 lb. fob.  
**Menthol:** (kg) Chinese spot £6; shipment £5.75 cif. Brazilian spot £3.75; afloat £3.50, cif; June-July £3.40, cif.  
**Nutmeg:** (Per ton, cif). Grenada: 80's £580; sound unassorted £430, defectives £372, all cif.  
**Nux vomica:** Shipment £100 metric ton, cif.  
**Pepper:** (ton) Sarawak black £360 spot; £305 May-June, cif; white £475; £432.50 April-May, cif.  
**Podophyllum:** Emodi £360 metric ton cif.  
**Quillaia:** £450 metric ton spot.  
**Rhubarb:** From £0.30 to £1.50 lb.  
**Saffron:** Mancha superior £82/kg.  
**Sarsaparilla:** Spot £0.57 lb.  
**Seeds:** (ton) **Anise:** China star £175, spot; shipment £125, cif. **Caraway:** Dutch ex wharf £390. **Celery:** Indian £340; shipment £250, cif. **Coriander:** Moroccan £78, cif. **Cumin:** Indian £300, cif. Iranian £260 cif. **Dill:** Indian, for shipment £23, cif. **Fennel:** Chinese £130 (metric ton), cif; Indian nominal. **Fenugreek:** Moroccan for shipment £66; cif. **Mustard:** £60-£120.  
**Senega:** Canadian £1.65 lb spot; £1.60, cif.  
**Senna:** (lb) Tinnevely No. 3 faq leaves £0.06½;

pods, hand-picked £0.11; manufacturing £0.08½; Alexandria h/p £0.52 ex wharf; manufacturing £0.26 nominal.  
**Squill:** White spot £260 metric ton; £250, cif.  
**Styrax:** £1.12½ lb spot; £1.10, cif.  
**Tonquin beans:** Para £0.37 lb spot; £0.32, cif.  
**Turmeric:** Madras finger £195 ton; £160 April-May, cif.

### Essential oils

**Almond:** Drum lots £0.60 kg.  
**Amber:** Rectified spot £0.33 kg.  
**Anise:** Chinese £1.40 kg spot; £1.30 cif.  
**Bay:** £5.95 spot, shipment £6.50, cif.  
**Spearmint:** American from £4.50 kg, cif; Chinese spot and shipment £3.80 kg.

## COMING EVENTS

### Tuesday, June 6

**Eastbourne Branch, Pharmaceutical Society,** Queens Hotel, Eastbourne, at 8 pm. Annual meeting and colour slide competition.

**South-West Metropolitan Branch, Pharmaceutical Society,** Alexandra Hotel, South-side Clapham Common, London, SW4, at 8 pm. Annual meeting. Talk by Mr E. Weyman, secretary, London Pharmaceutical Society.

### Thursday, June 8

**Bedfordshire Branch, Pharmaceutical Society,** County Hotel, Bedford. Golden jubilee banquet.

**Joint Pharmaceutical Analysis Group, 17** Bloomsbury Square, London, WC1, at 4 pm. Subject: Original papers.

### Friday, June 9

**South Eastern Federation of Pharmacists,** Haverfield House, Union Place, Worthing, at 6.15 pm. Talk on VAT by Mr Terence Higgins, financial secretary to the Treasury.

ENSURE THE SUCCESS OF YOUR

## HOME WINEMAKING SECTION

WITH C.W.E QUALITY PRODUCTS. OUR INGREDIENTS HAVE PROVEN THEIR SUCCESS WITH THE PUBLIC, PARTICULARLY THE ENTHUSIAST. THIS IS BECAUSE THE FINEST WINE IS SIMPLY MADE AND AT THE RIGHT PRICE. THIS MARKET IS FOR YOU. PLEASE ENQUIRE THROUGH YOUR USUAL WHOLESALER OR DIRECT TO:



**CONTINENTAL WINE EXPERTS Ltd**  
**THE WINERY**  
**CAWSTON**  
**NORFOLK NOR 75X**

TELEPHONE: CAWSTON 275/6/7

TELEX: 97204  
 A/B CWE CAWSTON

FYLDE LABORATORIES, PRESTON, PR1 1RR have appointed Cartwrights (Rawdon) Ltd., Lakeside Laboratories, Leeds, LS19 7YA, as their Sole Distributors to the Wholesale and Retail Trade for their Products in the United Kingdom.

#### List of Products:

Fiery Jack Ointments and Creams

Embrolin

Babzone

Rheumalax

All Fours Mixture

From June 1st 1972 orders — Wholesalers and Retailers should be sent direct to Cartwrights (Rawdon) Ltd., Leeds, LS19 7YA.

# ORALGER

THE SLOW  
RELEASE  
PELLETS

F O R  
**MOUTH ULCERS**

The Most Effective Therapy



# Classified advertisements

## Classified Advertisement Rates

**Display:** £4.50 per s.c.i. min. 1" s.c. (1" x 1½"); ½ page (4½" x 3½") £40; ¼ page (4½" x 7") or (9" x 3½") £70; 1 page (9½" x 7") £120.

**Screen:** 100

**Lineage:** 35p per line, min. 5 lines @ £1.75

**Box Numbers:** 25p extra

**Series Discounts:** 5% discount on 3 insertions and over; 15% discount on 13 insertions and over

**Headings:** All advertisements appear under appropriate headings

**Copy Date:** 4 pm Tuesday prior to publication date. Advertisements should be prepaid

**Publication Date:** Every Saturday

**Post to:** Classified Advertisements, Chemist & Druggist, 25 New Street Square, London, EC4A 3JA

**Telephone:** 01-353 3212

**Circulation:** A.B.C. January/December 1971, 15,167

## Situations vacant

### WESTONS CHEMISTS

OFFER AN INTERESTING AND REWARDING CAREER IN RETAIL PHARMACY TO MALE OR FEMALE PHARMACISTS WITH THE AMBITION TO PLAY AN IMPORTANT PART IN OUR GROWTH.

We have vacancies for permanent relief managers in the following areas and these appointments will lead to branch management if desired.

LONDON, BRISTOL, BIRMINGHAM,  
SOUTH YORKS, HAMPSHIRE, NORTHAMPTON

Suitably experienced managers may also be considered for immediate branch management in some areas.

We can offer you an attractive salary and other terms of employment together with expenses whilst engaged on relief duties. Our pharmacist employees benefit from our non-contributory pension and life assurance scheme and in some areas we may be able to offer assistance with accommodation and removal.

If you think that you have something to contribute to our success, please send brief details of your career and the area in which you are interested to me:—

W. P. Mallinson, M.P.S., A.M.B.I.M.,  
Pharmacy Superintendent,  
Westons Chemists,  
P.O. Box 111,  
Sheffield.

### SUPERINTENDENT CHEMIST

Applications for the above position are invited from Pharmacists with successful retailing experience. The successful applicant will manage a busy pharmacy with good prescription trade and be responsible for the general supervision of one other branch pharmacy and any further such outlets which may be developed. Commencing salary up to £2,750. The position is superannuable. Applications should be sent to the personnel officer Birmingham Co-operative Chemist Ltd., High Street, Birmingham B4 7SP. Closing date 10th June, 1972.

REPRESENTATIVE wanted for Hants., Sussex, Wilts., and Dorset, to call on Chemist outlets. Car provided. Please send details to:—J. Pickles & Sons, Pickles House, Church Lane, Knaresborough, Yorks., Telephone: 4429 Knaresborough.

DISTRIBUTOR required for Northern Ireland for high quality extensive range of soaps and toiletries. Write with full details to Box No. 1953.

## Hospital appointments

### BROOKWOOD HOSPITAL

Knaphill, Woking, Surrey  
Applications are invited for the post of

### PHARMACY TECHNICIAN

salary £894-£1,320. The successful candidate will be required to work under the supervision of the Chief Pharmacist. Residential accommodation (female) available. Applications giving particulars of age, experience and qualifications together with the names of two referees to The Hospital Secretary as soon as possible.

### CRUMPSALL HOSPITAL,

MANCHESTER M8 6RB

SENIOR PHARMACIST required at the above hospital category V in a modernised department which caters for all aspects of hospital pharmacy including Quality Control. Whitley Council rates of pay and conditions of service. Applications together with the names and addresses of two referees to the Hospital Administrator, Crumpsall Hospital, Manchester M8 6RB. (Ref. 11264).

## SWINDON AND DISTRICT HOSPITAL MANAGEMENT COMMITTEE

# DEPUTY CHIEF PHARMACIST

(category v)

A vacancy will occur in July in the Pharmaceutical Department of the Princess Margaret Hospital. This is a Group Department in one of the most modern hospitals in the country, with opportunities of expansion in all fields of Pharmacy.

The successful applicant will have a degree in Pharmacy, and at least four years experience as a Hospital Pharmacist preferably as a Senior Pharmacist for part of that time.

Further information and application forms available from: The Group Personnel Officer, Princess Margaret Hospital, Swindon, SN1 4JU.

## HAMMERSMITH HOSPITAL AND THE ROYAL POSTGRADUATE MEDICAL SCHOOL

Du Cane Road, London, W.12.

Senior Pharmacist required at above general post-graduate teaching hospital (category V). Rotation of duties, or mainly full-time Sterile Products Laboratory if preferred. Post offers excellent experience; very wide range specialist and other work including active involvement in research projects of Hospital, School and Research Units and in Quality Control. Developments taking place to improve ward stocks service and introduce ward pharmacy. Very pleasant working conditions. Salary scale £1,779-£2,190 per annum, including London Allowance, plus Higher Qualifications Allowance (where applicable). Accommodation available for single person (female).

Applications stating age, experience and naming two referees, to Chief Pharmacist.

### ROYAL INFIRMARY OF EDINBURGH—PHARMACIST

LOCUM for Group Pharmaceutical Department. Whitley Council terms and conditions. Accommodation may be available for lady. Write Personnel Officer, Royal Infirmary, Edinburgh EH3 9YW, giving full details and names of two referees.

## Trade services

### ANALYTICAL AND RESEARCH FACILITIES

Complete Chemical, Biochemical, and Micro-Biological investigations, for all branches of the Food, Pharmaceutical, and Drug Industries, using the latest techniques of Chromatography, Infra Red, U/V, and Atomic Absorption Spectroscopy, in addition to all standard Analytical procedures.

Highest resolution Black/White, and Colour Photo-Microscopy. Our qualified staff, will be pleased to discuss any problem, from a simple analysis, to a full scale Research and Development Project.

In the first instance, please write or telephone our Technical Director.

Dept. "C",  
ROCK BANK LABORATORIES,  
BOLLINGTON,  
MACCLESFIELD, Cheshlre.  
Tel: Bollington 2459/50 or 2777.

## Agents

### MEN'S TOILETRIES

Agents required to handle well-established, exclusive range of Men's Toiletries in the Midlands and North of England, selling on an excellent commission basis. Phone or write: Victor of Milan Ltd, 91 Acton Lane, London NW10. 01-965 3478.

WEST COUNTRY AGENT required by leading manufacturer of soaps and toiletries. Write with full details to Box No. 1954.



# Classified advertisements

## To Let

### EDGBASTON

New fitted shop units  
close to Tesco supermarket

### TO LET

from £600 p.a.

#### HEALEY & BAKER

29 St. George Street  
Hanover Square  
London W1R 0AE  
01-629 9292

#### FOLKARD & HAYWARD

115 Baker Street  
London W1  
01-935 7799

#### SHOP TO LET

Suitable for Pharmacy in an  
unopposed position close to a  
Doctor's surgery serving a large  
estate in Coventry.

BOX No. 1952.

## Wanted

**WANTED:** Surplus cameras, enlargers, cine-cameras and projectors, photographic equipment of every description. Surplus and outdated film and paper, large or small quantities. Phone, write or call. Spears (Dept. CD), back Watling Street, Shudehill, Manchester, 4. Telephone: BLAckfriars 9432 (5 lines). Bankers, Midland Bank, Ltd. C 613

**WE PURCHASE** surplus and redundant stocks of every description, especially packing material. Spot cash settlement. Reliance Trading Company, 23-25 Charles Lane, St. John's Wood, London, N.W.8. Tel.: JUNiper 0701. C 599

## For sale

#### DEFERGEL

For premature ejaculation  
Retail 75p per tube  
Wholesale £2.50 carton of 6  
Post paid c.w.o. from:  
Lloyd's Surgical Dept. Ltd.,  
Commercial Rd., Portsmouth.  
Showcard free on request.

## Business opportunities

A modern progressive privately owned Pharmaceutical Company has finance available for mergers or acquisitions. Their principal interests lie in the pharmaceutical, household product and health food sectors. First class financial, production and marketing management available.

Correspondence should be addressed to the  
Managing Director and marked 'Confidential'.

Replies to Box No. 1951.

Small personally supervised  
Honey Packaging Firm with spare  
capacity in Filling, Labelling and  
Shrink Packaging Plant, would  
consider Sub-Contract Packing  
for the Irish Market, of Creams,  
Liquids, Emulsions etc., Avoid  
Freight charges on heavy Con-  
tainers and package Tax.

Apply:

Slaney Valley Honey Co.,  
Castle Street,  
Enniscorthy,  
Co. Wexford,  
Ireland.

## Businesses for sale

#### DRUG STORE

£600 o.n.o. T/O £300 p.w. NO  
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| Gross 2000AG                     | £6.13 | £11.55  |
| NCR 22X                          | £5.57 | £9.99   |
| NCR 22D                          | £5.92 | £10.97  |
| NCR 31Z                          | £6.73 | £12.42  |
| NCR 32D                          | £6.46 | £10.86  |
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| Cash with order—Rolls by return  |       |         |
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| Type 'A' Two walls                              | 6" side 70p     |
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| or £2.20 per set                                | 10" side 90p    |
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| or £2.50 per set                                | 10" side £1.00  |
| Capsule counters, Stainless Steel               |                 |
| Rapid and accurate counting in multiples of ten |                 |
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"Well, I suppose it is just a hang-over from the old days when buyers would press for extra discounts if a company disclosed good profits. Of course, that secretive attitude is out of date, but habits die hard in the older generation.

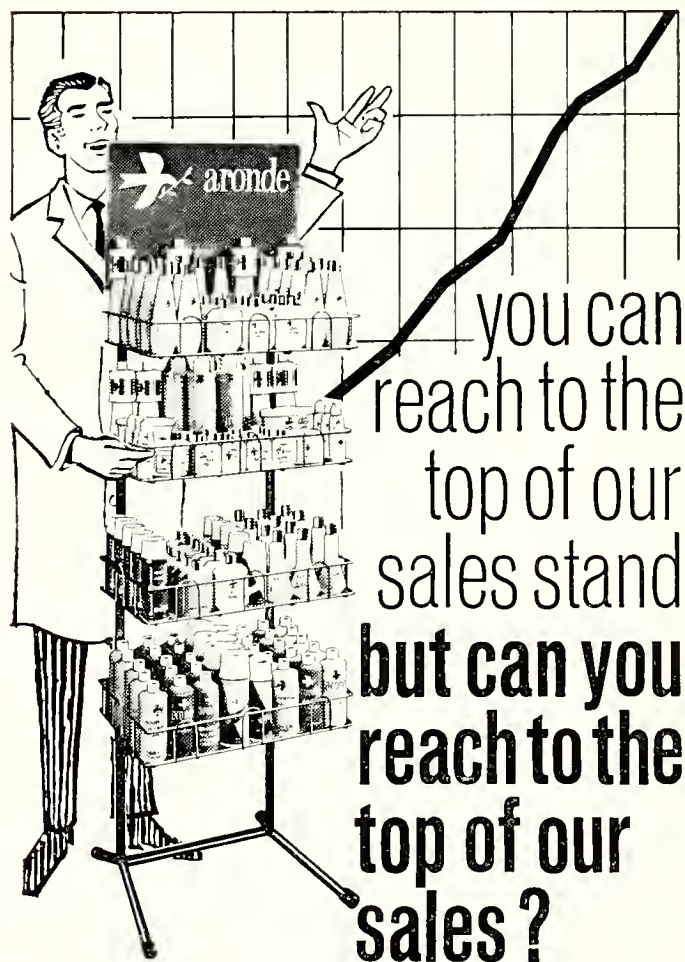
I do agree that a Chairman's Statement is intensely interesting throughout the industries in which a company operates.

It can only be good for public relations to keep the Industry informed about the Chairman's views on trading conditions and his company's prospects.

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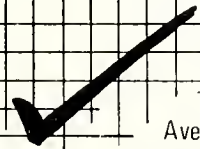


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Our **sales** stand means just that. Sales.

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# Feel Free<sup>®</sup> in the South...

Feel Free, an anti-perspirant spray for the younger woman, was launched in the Southern and London television areas in March and April 1971, the introductory television campaign continuing until early August.

The aerosol anti-perspirant market is strongly established in the South and with a commercial emphasising the effectiveness of Feel Free's "one-spray-a-day" protection, Gillette Industries obtained positive response among 16-34 years old women who are the heavy users in this product category.



Within the four-month period of transmission, Feel Free rapidly gained distribution amongst chemists – with over 80% stocking the product. At the same time, sales achieved were over 10% of all unit aerosol deodorant purchases, an encouraging figure in a highly competitive market.

Sales of Feel Free have remained buoyant during the months following the campaign, and the national launch began in March 1972, supported by heavy television advertising which included – of course – transmissions on Southern.

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